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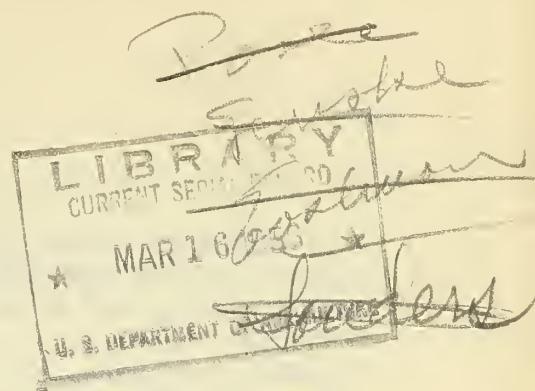
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Consumer Purchases of FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS

Oct.-Dec. 1954



UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

WASHINGTON, D. C.

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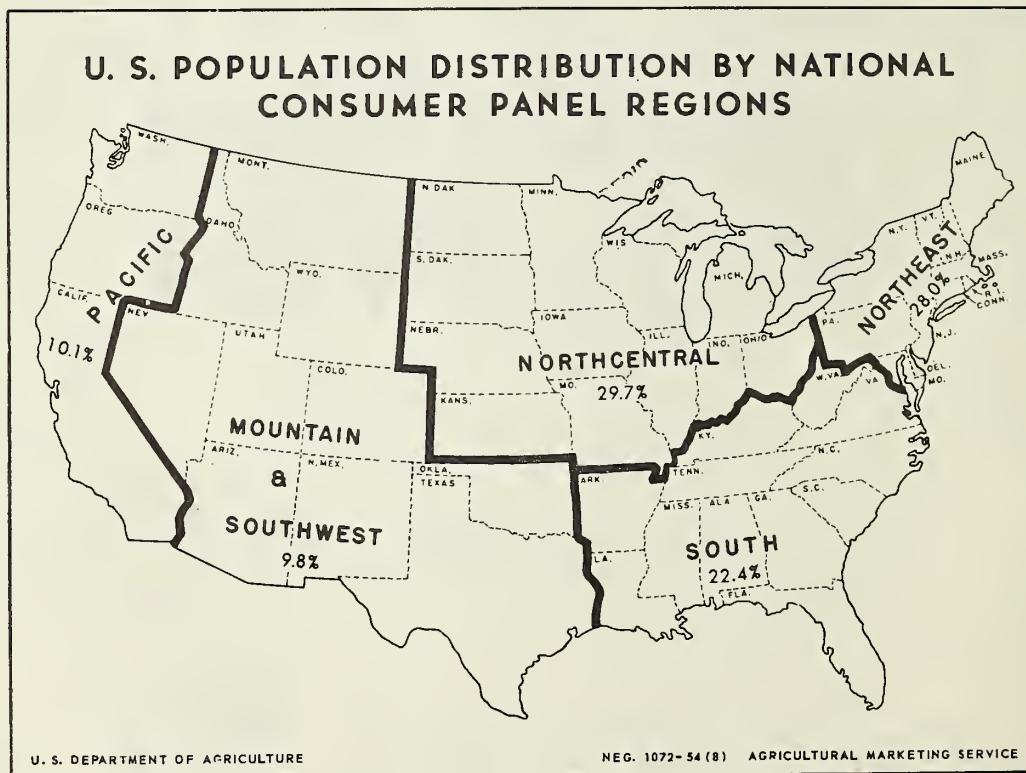
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FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates projected from a nationwide consumer panel of approximately 5,800 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports began in October 1949. It represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, OCTOBER-DECEMBER 1954

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

Combined purchases of oranges and orange products on a fresh equivalent basis in October-December 1954 were moderately above a year ago, despite a decline in purchases of canned single-strength orange juice. About 16,000,000 gallons of frozen concentrated orange juice were purchased by household consumers in October-December 1954, up more than a third from a year earlier. Consumer purchases of fresh oranges were virtually unchanged from a year ago, but purchases of canned single-strength orange juice declined 7 percent. Average prices reported paid by consumers in October-December 1954 were down moderately for frozen orange juice, down slightly for canned single-strength orange juice, and up slightly for fresh oranges.

Reported purchases of fresh grapefruit and grapefruit juice in October-December 1954 were equivalent to about 7,900,000 boxes, considerably above a year ago. Consumers reported a substantial increase in purchases of canned single-strength juice, with a more moderate increase in the purchase of fresh grapefruit compared with a year earlier. Consumers paid lower prices for both fresh grapefruit and grapefruit juice in October-December 1954 than in October-December 1953. Purchases of fresh grapefruit and grapefruit juice during October-December 1954 were higher in all regions compared with a year ago. Total purchases of grapefruit juice and fresh grapefruit were almost equally divided among the three major retail outlets, national and regional chains, and independent stores.

Household purchases of fresh lemons and frozen concentrated lemonade, seasonally small during these months, were virtually unchanged in October-December 1954 compared with the same period of 1953. Prices reported paid for fresh lemons and frozen concentrated lemonade were down slightly from a year earlier. Consumers reported buying about 13 percent more canned and bottled lemon juice in October-December 1954 at prices about the same as a year earlier.

Consumers purchased slightly less canned pineapple juice in October-December 1954 than in the same quarter a year earlier. Purchases of canned tomato juice were down by more than a tenth in the quarter ending December 1954 compared with October-December 1953.

FROZEN JUICES AND ADES

Consumers bought more than a third more frozen concentrated orange juice in October-December 1954 than in the corresponding period of 1953. Average prices reported paid during this period for a 6-ounce can of frozen orange juice were 2.6 cents lower than October-December 1953 and about one cent lower than July-September 1954. Prices paid were also lower in all regions than in the previous quarter.

Per capita purchases of frozen concentrated orange juice were nearly one-third larger in all regions except the Mountain-Southwest region where purchases were more than one-half larger than a year earlier (table 1). The average per capita purchases of 3.6 of the 6-ounce cans in the Northeast region continued to be the highest of the regions. Per capita purchases in the Northeast were almost twice as large as any other region and about three times the per capita consumption in the South.

Consumer purchases of frozen concentrated grape juice, seasonally small during these months, were down slightly from October-December 1953. Purchases in the Mountain-Southwest region during October-December 1954 were up about 16 percent from a year earlier. In the South consumers bought almost a fourth less of this product per capita than in October-December 1953. Prices reported paid were virtually unchanged from a year earlier and the previous quarter.

Consumer purchases of frozen concentrate for lemonade reflected the usual seasonal decline, but purchases were virtually unchanged from a year earlier (table 3). In October-December 1954 purchases in the Pacific and North Central regions were larger than in the Northeast region where in the past purchases have been larger with the exception of the April-June 1954 period.

During October-December 1954 householders paid an average of nearly 2 cents a 6-ounce can less for frozen concentrated lemonade than in the same quarter a year ago, but prices were about the same as in the preceding quarter.

Householders in the Northeast bought over half again as much canned single-strength orangeade as they purchased a year earlier, but total U. S. purchases were up only moderately in October-December 1954 (table 5).

Per capita purchases of orangeade in the South and North Central regions during October-December 1954 were down about one-fifth and one-tenth respectively from a year earlier. However, these declines were more than offset by increases of more than three-fourths in the Northeast and an increase of almost one-third in the Mountain-Southwest region. The proportion of total purchases made in chain stores increased to almost three-fourths of the total purchases, primarily as a result of increased purchases in regional chains. Prices reported paid were about one cent a 46-ounce can higher than in the preceding quarter but virtually unchanged from a year earlier.

Consumers reported smaller purchases of shelf-pack concentrate for orangeade in October-December 1954, compared with the corresponding quarter in 1953. Prices reported paid were about one cent a 46-ounce can higher than a year ago. Purchases in regional chain stores almost doubled in October-December 1954 compared with the same period of 1953, accounting for 35 percent of the total purchases.

CANNED JUICES

Consumer purchases of all canned single-strength juices combined in October-December 1954 remained virtually unchanged from the volume bought during the like 1953 period. Purchases decreased for the major canned single-strength juices except grapefruit. Purchases of grape juice were down about a fifth, and those of lemon juice were up about 13 percent. Per capita purchases of canned single-strength juices were highest in the Northeast region, which edged above the Pacific region which has normally been the highest. Regional chain stores continued to be the most important retail outlet for householders' purchases of canned juices.

Consumer purchases of canned single-strength orange juice in October-December 1954 were about 7 percent below a year ago (table 6). Increased purchases in the Northeast and the North Central regions offset only a part of the decline in the other regions. The sharpest relative drop in purchases took place in the Pacific region where householders bought almost a third less canned orange juice than in October-December 1953. Prices paid in October-December 1954 averaged slightly lower in all geographic regions except the Pacific, compared with the same period a year earlier. Per capita purchases continued highest in the South, although volume of purchases were largest in the North Central region. Independent stores continued to lead the other types of retail outlets in purchases of canned orange juice.

Householders bought almost a third more canned single-strength grapefruit juice in October-December 1954 than in this quarter a year earlier (table 9). Purchases were larger in each geographic region. Per capita purchases were largest in the Pacific region although this area accounted for less than a sixth of the total purchases. Prices reported paid in all regions in October-December 1954 were lower than a year ago. Purchases were almost evenly divided among the 3 major type outlets. Compared with a year earlier, purchases in independent stores and national chain stores represented a slightly larger proportion, and those in regional chain stores a somewhat smaller proportion of the total (table 10).

In October-December 1954, householders' purchases of canned orange-grapefruit blended juice were about 10 percent below those in the like 1953 period (table 11). The Northeastern region accounted for 45 percent of total purchases of blended juice and was the only geographic region that reported a gain compared with October-December 1953. Purchases in all other regions were down. Average prices reported paid by householders were lower in all regions compared with a year earlier. The average price paid in the Northeast region showed the largest decrease--down about 2 cents a 46-ounce can. Purchases in regional chain stores in October-

December 1954 accounted for about two-fifths of the total purchases compared with less than a third a year earlier, while the volume purchased in other outlets decreased (table 12).

Consumers reported buying about 13 percent more canned and bottled lemon juice in October-December 1954 than a year earlier. Although the North Central region accounted for two-fifths of the total purchases, a substantial gain in consumer purchases in the Northeastern region accounted for most of the increase for the quarter. Prices reported paid by householders in October-December 1954 were about the same as a year ago.

National and regional chain stores each accounted for slightly more than a third of the consumer purchases of lemon juice in October-December 1954 (table 13). The chain stores increased in relative importance compared with a year earlier, while independent stores declined. Prices reported paid in the independent stores rose somewhat compared with a year earlier while the prices paid in other outlets dropped slightly.

Householders bought slightly less canned pineapple juice in October-December 1954 than in the same quarter a year ago (table 13). Purchases in the Northeastern region, which accounted for more than two-fifth of the United States total, increased by almost a tenth. Purchases in the South increased slightly, while purchases in the other geographic regions decreased. Prices paid in October-December 1954 were lower in each region compared with a year earlier.

Household consumers bought less canned tomato juice in October-December 1954, down by more than a tenth from a year ago. Purchases decreased in each geographic region. The average price paid for tomato juice was about the same as in October-December 1953 (table 13).

Householders reported buying about the same quantity of canned single-strength prune juice in October-December 1954 as a year earlier. Volume of purchases was higher in all regions except the Mountain-Southwest and the Pacific. Prices paid remained unchanged (table 13).

FRESH CITRUS FRUIT

In October-December 1954, consumers bought a total of about 8,600,000 boxes of fresh oranges. This was about the same quantity purchased in the corresponding period in 1953.

Purchases of California-Arizona oranges were down about 18 percent in October-December 1954 compared with a year earlier (table 15). Prices reported paid for California-Arizona oranges averaged 47.6 cents a dozen, up about 9 cents a dozen from the previous year. The lone exception by region to the price increase and purchase decline was in the Southern region where average prices were slightly lower and purchases slightly higher than the corresponding period in 1953. Independent stores continued to lead other retail outlets in consumer purchases of California-Arizona oranges, representing 44 percent of the total purchases.

Consumer purchases of Florida oranges were up about 16 percent in October-December 1954 compared with a year earlier (table 15). Prices reported paid were down moderately from the corresponding quarter of 1953, averaging 28.7 cents a dozen. The exception by region was in the Mountain-Southwest region where prices and purchases were both lower than in the corresponding quarter of 1953.

Consumer purchases of fresh grapefruit during October-December 1954 totaled about 5,100,000 boxes, about a fifth larger than in the same period a year earlier (table 19). Prices reported paid averaged about 5 cents a dozen lower than the prices reported paid in the same period a year earlier, averaging 79.7 cents a dozen in October-December 1954. Purchases were higher in all regions and the Mountain-Southwest region, in particular, where consumers purchased about 66 percent more grapefruit in the 1954 period than they did when the average price reported paid in the region was 11.6 cents a dozen higher in October-December 1953. The proportion of purchases in each of the major outlets was virtually the same in October-December 1954, as in 1953 (table 22).

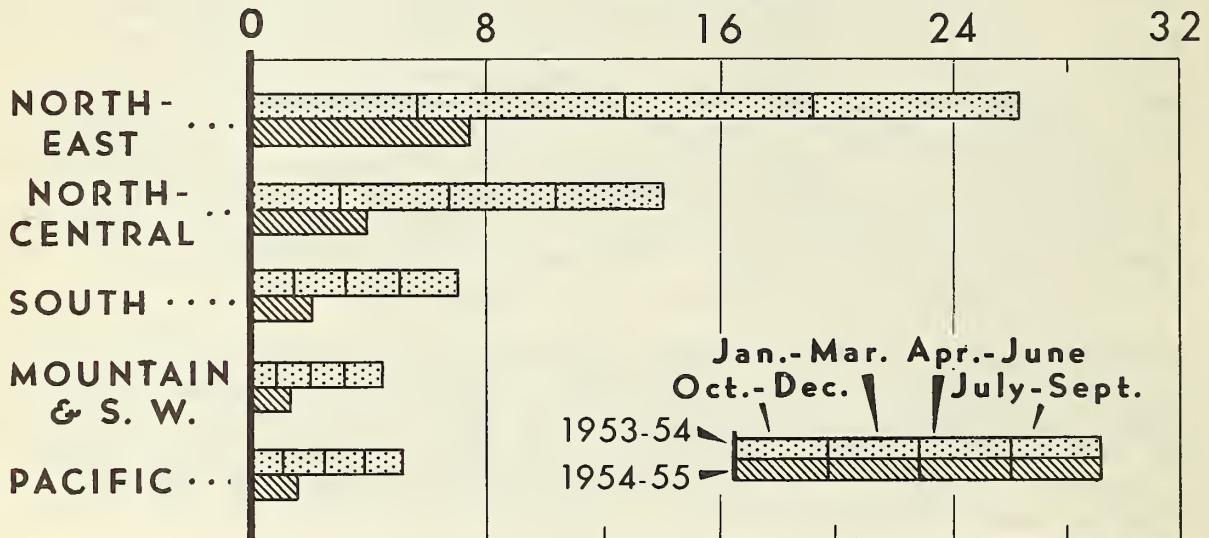
Consumer purchases of fresh lemons were virtually unchanged from a year earlier (table 24). Prices reported paid for fresh lemons averaged 45.6 cents a dozen during October-December 1954, about one cent lower than in the same period of 1953. Independent food stores accounted for 47 percent of consumer purchases of fresh lemons during October-December 1954--a slightly smaller proportion than a year earlier.

Consumer purchases of fresh tangerines during October-December 1954 totaled about 2,100,000 boxes, about the same as in the corresponding period of 1953 (table 26). Prices reported paid were somewhat lower, averaging 32.7 cents per dozen, reflecting an increased supply in the market. Purchases in the Northeast region continued to be higher than in other geographic regions--accounting for 43 percent of total purchases in October-December 1954.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, by Regions.

MIL. GALS.



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

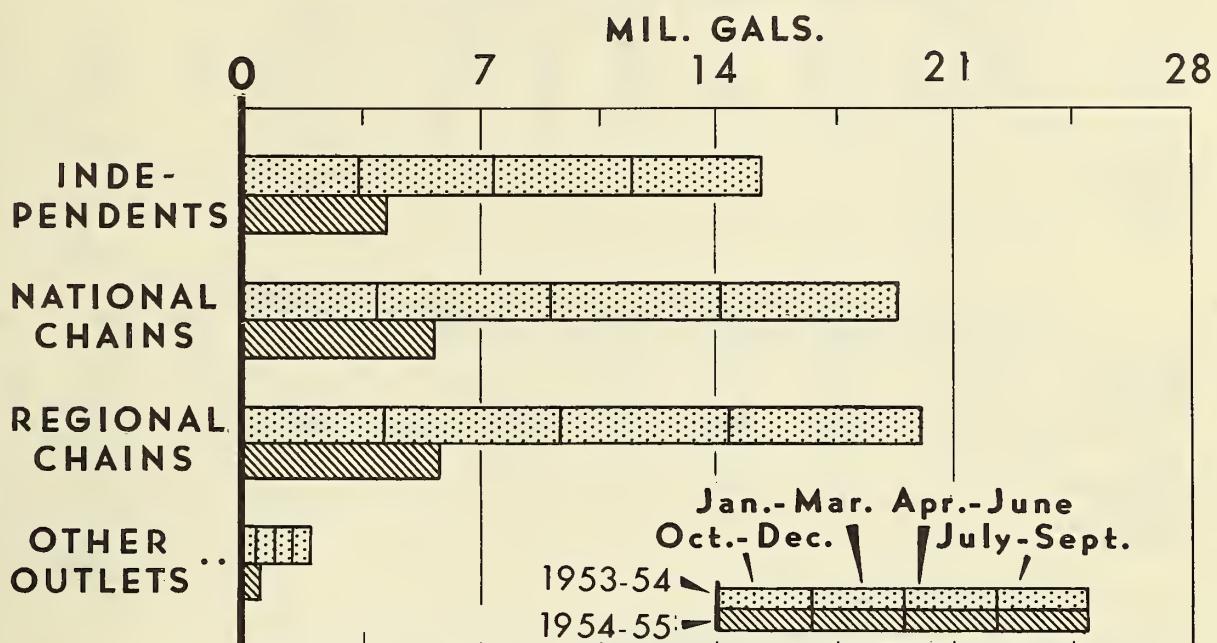
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Figure 1

Table 1.— Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | Average price per 6-ounce can | | | | | |
|------------------|--------------------------|---------------|---------------|---------------|---------------------|---------------|-------------------------------|------------|---------------|---------|---------------------|---------|
| | United States | North-east | North Central | South | Mountains-Southwest | Pacific | United States | North-east | North Central | South | Mountains-Southwest | Pacific |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Cents | Cents |
| 1953-54 | | | | | | | | | | | | |
| October-December | 11,718 | 5,672 | 2,941 | 1,369 | 740 | 996 | 18.5 | 18.5 | 18.6 | 17.8 | 18.8 | 18.5 |
| January-March | 15,263 | 7,042 | 3,878 | 1,751 | 1,150 | 1,442 | 14.7 | 14.7 | 14.4 | 14.4 | 15.6 | 14.9 |
| April-June | 14,412 | 6,500 | 3,665 | 1,777 | 1,120 | 1,350 | 15.0 | 15.3 | 14.9 | 14.6 | 15.5 | 14.6 |
| July-September | 15,548 | 7,115 | 3,735 | 2,052 | 1,386 | 1,260 | 16.7 | 16.5 | 17.1 | 16.4 | 17.0 | 16.6 |
| Total | 56,941 | 26,329 | 14,219 | 6,949 | 4,396 | 5,048 | | | | | | |
| 1954-55 | | | | | | | | | | | | |
| October-December | 15,974 | 7,483 | 3,857 | 1,991 | 1,238 | 1,405 | 15.9 | 15.4 | 16.4 | 15.5 | 16.7 | 16.0 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |
| Total | | | | | | | | | | | | |
| | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| 1953-54 | | | | | | | | | | | | |
| October-December | 16.9 | 17.3 | 16.6 | 16.6 | 16.4 | 17.2 | 76.1 | 129.6 | 64.1 | 40.2 | 48.1 | 67.5 |
| January-March | 20.0 | 20.0 | 20.2 | 19.0 | 20.5 | 19.0 | 160.7 | 84.6 | 50.8 | 74.7 | 97.7 | |
| April-June | 19.0 | 18.8 | 19.3 | 18.7 | 18.1 | 20.2 | 92.8 | 147.3 | 79.1 | 51.4 | 72.3 | 90.9 |
| July-September | 17.7 | 17.7 | 17.2 | 18.7 | 18.0 | 17.4 | 97.7 | 163.6 | 82.6 | 54.2 | 82.5 | 79.9 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 19.1 | 19.3 | 18.0 | 20.2 | 19.1 | 19.1 | 99.7 | 171.0 | 84.0 | 52.3 | 74.0 | 89.1 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.-- Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | Average price per 6-ounce can | | | | Average size of purchase | | | |
|------------------|---------------------------------|--------------------|--------------------|-------------------|---------------------------------|--------------------|--------------------|-------------------|---------------------------------|--------------------|--------------------|-------------------|
| | All Independent groceries | National chains | Regional chains | retail outlets | All Independent groceries | National chains | Regional chains | retail outlets | All Independent groceries | National chains | Regional chains | retail outlets |
| | gallons | gallons | gallons | gallons | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1953-54 | | | | | | | | | | | | |
| October-December | 3,440 | 3,832 | 4,046 | 11,713 | 20.2 | 17.7 | 18.0 | 18.5 | 15.8 | 17.7 | 17.0 | 16.9 |
| January-March | 4,001 | 5,349 | 5,355 | 15,263 | 16.7 | 13.6 | 14.4 | 14.7 | 17.5 | 21.5 | 20.0 | 20.0 |
| April-June | 3,906 | 5,010 | 5,002 | 14,412 | 16.8 | 14.4 | 14.5 | 15.0 | 17.7 | 19.6 | 19.1 | 19.0 |
| July-September | 4,139 | 5,244 | 5,669 | 15,543 | 18.3 | 15.7 | 16.1 | 16.7 | 15.9 | 18.8 | 18.2 | 17.7 |
| Total | 15,486 | 19,435 | 20,072 | 56,941 | | | | | | | | |
| 1954-55 | | | | | | | | | | | | |
| October-December | 4,107 | 5,517 | 5,791 | 15,974 | 17.7 | 14.9 | 15.3 | 15.9 | 16.9 | 20.5 | 19.5 | 19.1 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |
| Total | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 3.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | | | Average price per 6-ounce can | | | | | | | |
|------------------|--------------------------|---------------|---------------|---------------|--------------------|---------------|---------------|------------|-------------------------------|---------|--------------------|---------|---------|---------|---------|---------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific | | | | |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | J cents | Cents | Cents | Cents | | | | |
| 1953-54 | | | | | | | | | | | | | | | | |
| October-December | 559 | 161 | 119 | 62 | 87 | 130 | 17.6 | 17.7 | 18.5 | 18.6 | 18.1 | 15.9 | | | | |
| January-March | 397 | 109 | 99 | 1/ | 58 | 89 | 17.7 | 17.3 | 18.9 | 1/ | 19.1 | 15.4 | | | | |
| April-June | 2,584 | 835 | 1,005 | 243 | 241 | 260 | 16.4 | 16.5 | 16.5 | 17.1 | 17.2 | 14.1 | | | | |
| July-September | 3,763 | 1,189 | 1,161 | 359 | 429 | 625 | 15.6 | 16.1 | 16.2 | 16.5 | 16.4 | 13.4 | | | | |
| Total | 7,303 | 2,294 | 2,304 | 706 | 815 | 1,104 | | | | | | | | | | |
| 1954-55 | | | | | | | | | | | | | | | | |
| October-December | 568 | 131 | 142 | 47 | 83 | 165 | 15.7 | 16.6 | 16.4 | 16.4 | 17.2 | 14.0 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| Period | Average size of purchase | | | | | | | | Purchases per 1,000 capita | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| | 1953-54 | | | | | | | | | | | | | | | |
| October-December | 12.9 | 12.4 | 12.4 | 11.2 | 14.9 | 13.8 | 3.6 | 3.7 | 2.6 | 1.8 | 5.7 | 9.0 | | | | |
| January-March | 12.5 | 11.3 | 13.1 | 1/ | 12.6 | 13.2 | 2.6 | 2.5 | 2.2 | 1/ | 3.7 | 6.0 | | | | |
| April-June | 14.8 | 13.6 | 16.0 | 14.8 | 13.5 | 16.3 | 16.6 | 18.9 | 21.7 | 7.0 | 15.6 | 17.5 | | | | |
| July-September | 15.9 | 14.4 | 16.3 | 14.4 | 15.7 | 18.1 | 23.6 | 27.3 | 25.7 | 9.5 | 25.5 | 39.6 | | | | |
| 1954-55 | | | | | | | | | | | | | | | | |
| October-December | 14.8 | 12.5 | 16.1 | 14.3 | 15.2 | 15.2 | 3.5 | 3.0 | 3.1 | 1.2 | 5.0 | 10.5 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | | | Average price per 6-ounce can | | | | | | | |
|------------------|--------------------|----------|----------|----------------|-------------|----------|----------|---------|-------------------------------|----------|----------|---------|-------------|----------|----------|---------|
| | Independent | National | Regional | All | Independent | National | Regional | All | Independent | National | Regional | All | Independent | National | Regional | retail |
| | groceries | chains | chains | retail outlets | groceries | chains | chains | outlets | groceries | chains | chains | outlets | groceries | chains | chains | outlets |
| 1953-54 | | | | | | | | | | | | | | | | |
| October-December | 157 | 133 | 206 | 559 | 19.8 | 17.0 | 16.7 | 17.6 | 12.0 | 12.6 | 13.0 | 12.9 | | | | |
| January-March | 142 | 90 | 137 | 397 | 19.7 | 17.3 | 15.9 | 17.7 | 12.5 | 11.8 | 12.3 | 12.5 | | | | |
| April-June | 695 | 831 | 999 | 2,584 | 18.3 | 15.6 | 15.9 | 16.4 | 13.1 | 15.6 | 15.4 | 14.8 | | | | |
| July-September | 1,092 | 1,234 | 1,365 | 3,763 | 17.1 | 15.0 | 14.8 | 15.6 | 14.2 | 16.8 | 16.7 | 15.9 | | | | |
| Total | 2,086 | 2,288 | 2,707 | 7,303 | | | | | | | | | | | | |
| 1954-55 | | | | | | | | | | | | | | | | |
| October-December | 170 | 194 | 170 | 568 | 16.9 | 15.1 | 14.9 | 15.7 | 12.7 | 15.5 | 15.7 | 14.8 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | | | | |
|------------------|--------------------------------|----------------|----------------|----------------|--------------------|----------------|------------------|--------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | | |
| | | North-east | North-Central | South | Mountain-Southwest | Pacific | Independent | National groceries | National chains | Regional chains |
| | | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ |
| 1953-54 | | | | | | | | | | |
| October-December | 966 | 158 | 283 | 326 | 119 | 3/ | 376 | 340 | 245 | |
| January-March | 956 | 184 | 280 | 258 | 162 | 72 | 412 | 333 | 210 | |
| April-June | 1,228 | 275 | 419 | 267 | 165 | 102 | 417 | 458 | 348 | |
| July-September | 1,483 | 342 | 435 | 334 | 219 | 153 | 444 | 569 | 456 | |
| 1954-55 | | | | | | | | | | |
| October-December | 1,070 | 274 | 248 | 286 | 169 | 93 | 277 | 395 | 384 | |
| | Average price per 46-ounce can | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1953-54 | | | | | | | | | | |
| October-December | 28.2 | 27.8 | 28.7 | 27.6 | 29.6 | 3/ | 29.6 | 27.3 | 27.5 | |
| January-March | 28.8 | 28.5 | 29.0 | 28.6 | 29.2 | 28.1 | 29.6 | 28.0 | 28.5 | |
| April-June | 27.8 | 27.8 | 27.5 | 28.5 | 28.6 | 27.1 | 29.1 | 27.0 | 27.4 | |
| July-September | 27.1 | 28.0 | 27.2 | 27.5 | 26.2 | 26.4 | 27.7 | 26.6 | 26.8 | |
| 1954-55 | | | | | | | | | | |
| October-December | 28.2 | 28.7 | 29.0 | 27.9 | 28.3 | 26.8 | 29.4 | 27.2 | 28.1 | |
| | Average size of purchase | | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1953-54 | | | | | | | | | | |
| October-December | 62.6 | 62.1 | 66.0 | 58.2 | 61.7 | 3/ | 65.9 | 62.9 | 58.2 | |
| January-March | 61.6 | 62.3 | 63.1 | 59.4 | 60.0 | 64.0 | 63.3 | 63.5 | 56.2 | |
| April-June | 63.5 | 65.5 | 65.3 | 56.7 | 62.5 | 71.6 | 66.0 | 63.7 | 61.0 | |
| July-September | 63.5 | 62.2 | 64.9 | 53.0 | 68.0 | 77.1 | 65.2 | 65.9 | 59.6 | |
| 1954-55 | | | | | | | | | | |
| October-December | 61.9 | 64.9 | 58.1 | 58.2 | 62.0 | 73.2 | 61.1 | 69.0 | 56.7 | |
| | Purchases per 1,000 capita | | | | | | | | | |
| | United States | Northeast | North-Central | South | Mountain-Southwest | Pacific | | | | |
| | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ |
| 1953-54 | | | | | | | | | | |
| October-December | 6.2 | 3.6 | 6.1 | 9.6 | 7.7 | 3/ | | | | |
| January-March | 6.2 | 4.3 | 6.1 | 7.5 | 10.5 | | | | | |
| April-June | 7.9 | 6.2 | 9.1 | 7.7 | 10.5 | | | | | |
| July-September | 9.3 | 7.9 | 9.6 | 8.8 | 13.0 | | | | | |
| 1954-55 | | | | | | | | | | |
| October-December | 6.7 | 6.3 | 5.4 | 7.5 | 10.1 | | | | | |
| January-March | | | | | | | | | | |
| April-June | | | | | | | | | | |
| July-September | | | | | | | | | | |

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

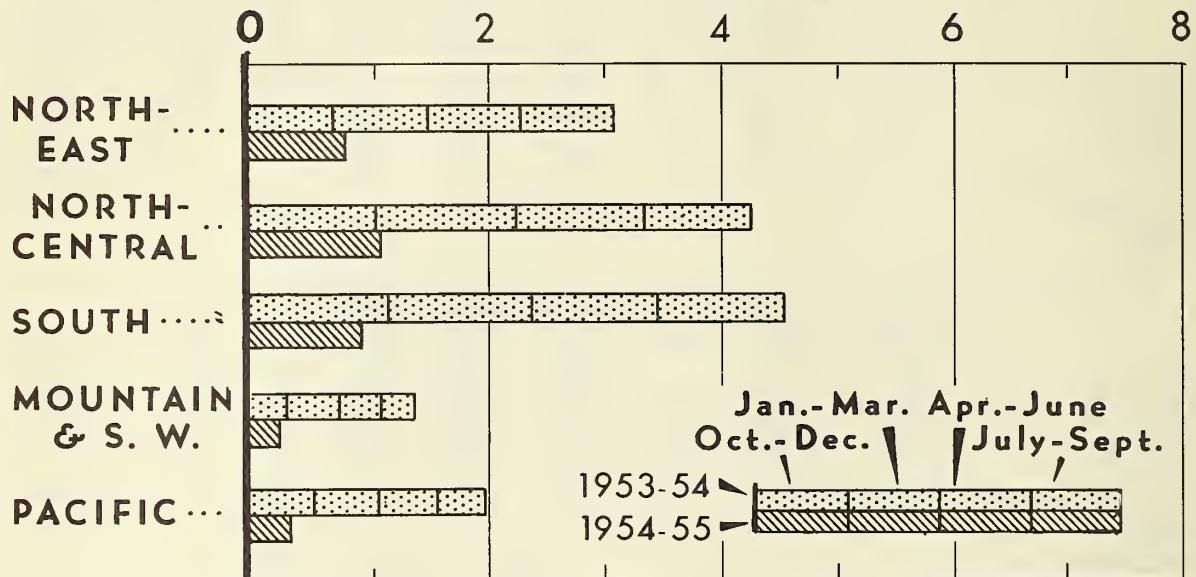
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

CANNED ORANGE JUICE

Consumer Purchases, by Regions

MIL. CASES*



* EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1466-55 (2) AGRICULTURAL MARKETING SERVICE

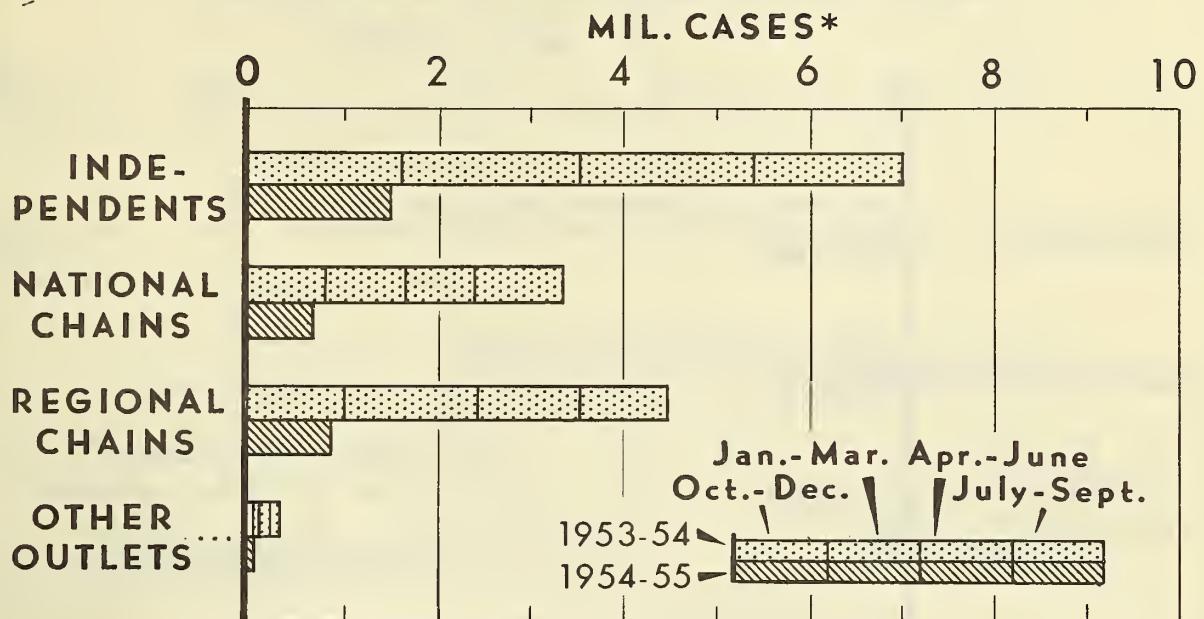
Figure 3

Table 6--- Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | |
|------------------|--------------------------|----------------|----------------|----------------|--------------------|----------------|--------------------------------|------------|---------------|----------|--------------------|----------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents |
| 1953-54 | | | | | | | | | | | | |
| October-December | 3,618 | 697 | 1,009 | 1,107 | 295 | 510 | 33.0 | 32.2 | 32.7 | 31.1 | 36.7 | 36.9 |
| January-March | 4,214 | 782 | 1,240 | 1,260 | 419 | 513 | 31.0 | 30.6 | 29.8 | 29.5 | 33.6 | 36.9 |
| April-June | 3,835 | 811 | 1,086 | 1,076 | 341 | 521 | 30.8 | 30.9 | 30.1 | 29.3 | 33.1 | 33.2 |
| July-September | 3,534 | 788 | 908 | 1,082 | 316 | 440 | 33.6 | 33.3 | 33.8 | 31.5 | 35.4 | 36.4 |
| Total | 15,201 | 3,078 | 4,243 | 4,525 | 1,371 | 1,904 | | | | | | |
| 1954-55 | | | | | | | | | | | | |
| October-December | 3,381 | 748 | 1,053 | 993 | 254 | 333 | 32.5 | 31.6 | 31.7 | 30.6 | 36.6 | 37.3 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |
| Total | | | | | | | | | | | | |
| | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| 1953-54 | | | | | | | | | | | | |
| October-December | 55.0 | 57.7 | 58.2 | 52.4 | 58.9 | 47.0 | 23.5 | 15.9 | 22.0 | 32.5 | 19.3 | 34.6 |
| January-March | 59.6 | 58.1 | 65.7 | 54.0 | 66.0 | 57.9 | 27.3 | 17.9 | 27.0 | 36.5 | 27.3 | 34.7 |
| April-June | 57.4 | 59.4 | 63.2 | 52.5 | 58.0 | 52.2 | 24.7 | 18.4 | 23.4 | 31.1 | 22.0 | 35.0 |
| July-September | 53.8 | 55.9 | 54.6 | 53.8 | 49.4 | 54.1 | 22.2 | 18.1 | 20.1 | 28.6 | 18.8 | 27.9 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 56.0 | 56.7 | 62.4 | 54.3 | 51.8 | 51.1 | 21.1 | 17.1 | 23.0 | 26.1 | 15.2 | 21.1 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1467-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 7.-- Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

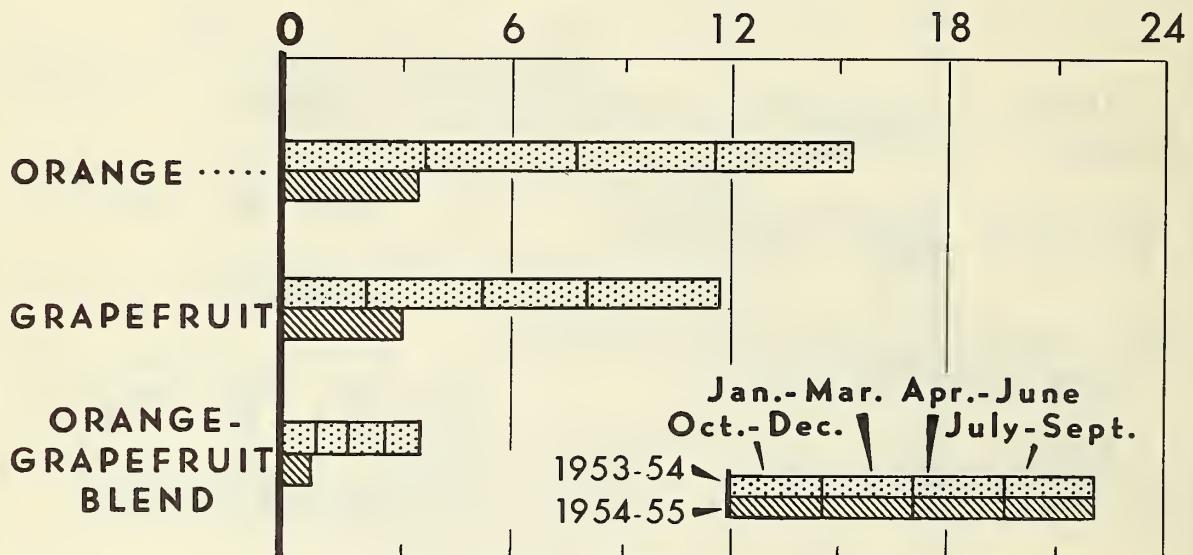
| Period | Consumer purchases | | | | Average price per 46-ounce can | | | | Average size of purchase | | | |
|------------------|--------------------|--------------|-----------------|-----------------|--------------------------------|--------------|-----------------|-----------------|--------------------------|--------------|-----------------|-----------------|
| | All | Independents | National chains | Regional chains | All | Independents | National chains | Regional chains | All | Independents | National chains | Regional chains |
| | groceries | outlets | retail | outlets | groceries | outlets | retail | outlets | groceries | outlets | retail | outlets |
| 1953-54 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| October-December | cases 2/ | cases 2/ | cases 2/ | cases 2/ | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| January-March | 1,640 | 824 | 1,099 | 3,618 | 34.9 | 30.3 | 32.1 | 33.0 | 54.2 | 55.9 | 55.9 | 55.0 |
| April-June | 1,940 | 845 | 1,306 | 4,214 | 33.1 | 28.6 | 29.4 | 31.0 | 57.4 | 62.6 | 59.2 | 59.6 |
| July-September | 1,845 | 808 | 1,098 | 3,835 | 32.9 | 28.0 | 29.6 | 30.8 | 54.9 | 62.0 | 57.7 | 57.4 |
| Total | 7,028 | 3,308 | 4,521 | 15,201 | | | | | 50.6 | 57.9 | 56.8 | 53.8 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 1,577 | 735 | 971 | 3,381 | 34.4 | 29.8 | 31.4 | 32.5 | 53.1 | 61.1 | 57.8 | 56.0 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |
| Total | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1468-55(2) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters,
October-December 1953 to date

| Period | Orange | Grapefruit | Orange-grapefruit blend | | | |
|------------------|-------------------|-------------------|----------------------------|-------------------|-------------------|-------------------|
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| October-December | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ |
| January-March | 3,381 | 3,618 | 3,060 | 2,323 | 824 | 914 |
| April-June | | 4,214 | | 2,983 | | 938 |
| July-September | | 3,835 | | 2,813 | | 973 |
| | | 3,534 | | 3,591 | | 887 |
| Total | | 15,201 | | 11,710 | | 3,712 |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | |
|--------------------------|--------------------|----------------|----------------|----------------|--------------------|----------------|--------------------------------|------------|---------------|----------|--------------------|----------|
| | United States | North-east | North-Central | South | Mountain-Southwest | Pacific | United States | North-east | North-Central | South | Mountain-Southwest | Pacific |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents |
| 1953-54 | | | | | | | | | | | | |
| October-December | 2,323 | 607 | 533 | 493 | 278 | 412 | 27.2 | 26.3 | 27.1 | 26.0 | 28.0 | 29.3 |
| January-March | 2,983 | 706 | 813 | 653 | 328 | 483 | 24.7 | 24.3 | 23.5 | 23.8 | 26.7 | 26.8 |
| April-June | 2,813 | 689 | 728 | 648 | 347 | 401 | 23.1 | 23.0 | 23.1 | 21.5 | 24.0 | 24.8 |
| July-September | 3,591 | 979 | 1,019 | 717 | 371 | 505 | 24.1 | 23.2 | 23.4 | 23.1 | 26.0 | 26.0 |
| Total | 11,710 | 2,981 | 3,093 | 2,511 | 1,324 | 1,801 | | | | | | |
| 1954-55 | | | | | | | | | | | | |
| October-December | 3,060 | 790 | 791 | 656 | 356 | 467 | 24.2 | 23.5 | 23.2 | 23.5 | 25.6 | 25.9 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |
| Total | | | | | | | | | | | | |
| Average size of purchase | | | | | | | | | | | | |
| Period | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| | 61.1 | 63.9 | 59.3 | 57.4 | 69.1 | 59.4 | 15.1 | 13.8 | 11.5 | 14.5 | 18.1 | 27.9 |
| | 65.9 | 62.6 | 74.2 | 58.2 | 60.8 | 73.2 | 19.4 | 16.1 | 17.8 | 19.0 | 21.3 | 32.7 |
| 1953-54 | | | | | | | | | | | | |
| October-December | 66.0 | 63.9 | 71.7 | 62.5 | 66.4 | 65.0 | 18.1 | 15.7 | 15.7 | 18.7 | 22.4 | 27.0 |
| January-March | 65.1 | 66.1 | 71.6 | 61.8 | 59.4 | 65.0 | 22.6 | 22.5 | 22.5 | 18.9 | 22.1 | 32.0 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 62.4 | 62.3 | 63.0 | 60.3 | 58.4 | 62.1 | 19.1 | 18.0 | 17.2 | 17.3 | 21.3 | 29.6 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 10.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | Average price per 46-ounce can | | | | Average size of purchase | | | |
|------------------|--------------------|----------------|----------------|----------------|--------------------------------|----------|----------|---------|--------------------------|----------|----------|---------|
| | Independent | National | Regional | All | Independent | National | Regional | All | Independent | National | Regional | All |
| | groceries | chains | chains | outlets | groceries | chains | chains | outlets | groceries | chains | chains | outlets |
| 1/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1953-54 | | | | | | | | | | | | |
| October-December | 774 | 745 | 761 | 2,323 | 29.5 | 25.4 | 26.8 | 27.2 | 56.4 | 64.4 | 63.4 | 61.1 |
| January-March | 1,011 | 1,005 | 899 | 2,983 | 27.3 | 22.9 | 23.6 | 24.7 | 59.3 | 74.7 | 65.3 | 65.9 |
| April-June | 938 | 931 | 902 | 2,813 | 25.9 | 21.5 | 22.0 | 23.1 | 59.3 | 74.4 | 65.6 | 66.0 |
| July-September | 1,247 | 1,165 | 1,135 | 3,591 | 26.5 | 21.9 | 23.4 | 24.1 | 61.2 | 71.3 | 65.5 | 65.1 |
| Total | 3,970 | 3,846 | 3,697 | 11,710 | | | | | | | | |
| 1954-55 | | | | | | | | | | | | |
| October-December | 1,046 | 1,042 | 932 | 3,060 | 26.6 | 21.8 | 23.7 | 24.2 | 56.4 | 69.1 | 65.3 | 62.4 |
| January-March | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | |
| Total | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 11.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | | | Average price per 46-ounce can | | | | | | | |
|--------------------------|--------------------|----------------|----------------|----------------|--------------------|----------------|---------------|------------|--------------------------------|----------|--------------------|----------------------------|----------|----------|----------|----------|
| | United States | North-east | North-Central | South | Mountain-Southwest | Pacific | United States | North-east | North-Central | South | Mountain-Southwest | Pacific | | | | |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents | | | | |
| 1953-54 | | | | | | | | | | | | | | | | |
| October-December | 914 | 363 | 265 | 102 | 2/ | 132 | 30.8 | 29.3 | 31.2 | 28.6 | 2/ | 35.2 | | | | |
| January-March | 938 | 372 | 299 | 98 | 2/ | 125 | 27.8 | 25.7 | 27.4 | 27.7 | 2/ | 32.0 | | | | |
| April-June | 973 | 358 | 326 | 147 | 2/ | 103 | 27.4 | 26.2 | 27.6 | 26.0 | 2/ | 31.1 | | | | |
| July-September | 887 | 363 | 227 | 128 | 41 | 128 | 30.0 | 28.4 | 30.8 | 26.8 | 32.5 | 33.6 | | | | |
| Total | 3,712 | 1,456 | 1,117 | 475 | 176 | 488 | | | | | | | | | | |
| 1954-55 | | | | | | | | | | | | | | | | |
| October-December | 824 | 371 | 234 | 84 | 2/ | 96 | 29.7 | 27.5 | 30.1 | 27.5 | 2/ | 34.1 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | |
| Average size of purchase | | | | | | | | | | | | | | | | |
| Ounces | | | | | | Ounces | | | | | | Purchases per 1,000 capita | | | | |
| 1953-54 | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| October-December | 51.4 | 51.3 | 55.1 | 54.9 | 2/ | 40.9 | 6.0 | 8.3 | 5.8 | 3.0 | 2/ | 8.9 | | | | |
| January-March | 57.9 | 59.4 | 61.7 | 55.3 | 2/ | 49.5 | 6.1 | 8.4 | 6.5 | 2.8 | 2/ | 8.5 | | | | |
| April-June | 58.3 | 52.6 | 61.4 | 69.9 | 2/ | 51.6 | 6.2 | 8.1 | 7.0 | 4.2 | 2/ | 6.9 | | | | |
| July-September | 51.8 | 50.6 | 50.5 | 67.7 | 45.4 | 48.1 | 5.6 | 8.3 | 5.0 | 3.4 | 2.4 | 8.1 | | | | |
| 1954-55 | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| October-December | 52.1 | 56.8 | 49.9 | 55.2 | 2/ | 45.5 | 5.1 | 8.5 | 5.1 | 2.2 | 2/ | 6.1 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 12.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | | Average size of purchase | | | | | |
|------------------|-----------------------|-----------------|-----------------|----------------|-----------------------|-----------------|--------------------------------|-------------|-----------------------|-----------------|-----------------|-------------|--------------------------|--------|--------|--------|--------|--|
| | Independent groceries | National chains | Regional chains | All outlets | Independent groceries | National chains | Regional chains | All outlets | Independent groceries | National chains | Regional chains | All outlets | Ounces | Ounces | Ounces | Ounces | Ounces | |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Cents | Cents | Cents | Cents | 1/ | 1/ | 1/ | 1/ | Ounces | Ounces | Ounces | Ounces | Ounces | |
| 1953-54 | | | | | | | | | | | | | | | | | | |
| October-December | 304 | 305 | 286 | 914 | 33.7 | 29.3 | 29.6 | 30.8 | 47.3 | 56.0 | 52.5 | 51.4 | | | | | | |
| January-March | 291 | 325 | 305 | 938 | 30.8 | 26.5 | 26.6 | 27.8 | 54.4 | 58.6 | 60.9 | 57.9 | | | | | | |
| April-June | 304 | 355 | 306 | 973 | 30.5 | 25.1 | 26.9 | 27.4 | 52.3 | 67.8 | 56.0 | 58.3 | | | | | | |
| July-September | 296 | 263 | 318 | 887 | 32.8 | 27.3 | 28.8 | 30.0 | 49.8 | 58.1 | 49.5 | 51.8 | | | | | | |
| Total | 1,195 | 1,248 | 1,215 | 3,712 | | | | | | | | | | | | | | |
| 1954-55 | | | | | | | | | | | | | | | | | | |
| October-December | 252 | 235 | 332 | 824 | 32.7 | 26.4 | 28.9 | 29.7 | 48.4 | 55.8 | 54.3 | 52.1 | | | | | | |
| January-March | | | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 13--- Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, October-December 1954

| Item | Consumer purchases | | | | | | | | | |
|-------------------------|----------------------------|----------------|----------------|----------------|--------------------|--------------------|-----------------------|-----------------|-----------------|----------------|
| | United States | Region | | | | | Retail outlet 1/ | | | |
| | | Northeast | | North Central | South | Mountain-Southwest | Independent groceries | National chains | Regional chains | |
| | | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ |
| Orange | 3,381 | 743 | 1,053 | 993 | 254 | 335 | 1,577 | 735 | 971 | |
| Grapefruit | 3,060 | 790 | 791 | 656 | 356 | 467 | 1,046 | 1,042 | 932 | |
| Orange-grapefruit blend | 824 | 371 | 234 | 84 | 3/ | 96 | 252 | 235 | 332 | |
| Lemon | 147 | 50 | 59 | 12 | 3/ | 21 | 42 | 52 | 50 | |
| | | | | | | | | | | |
| Grape | 523 | 148 | 119 | 93 | 72 | 91 | 171 | 186 | 154 | |
| Pineapple | 3,758 | 1,596 | 630 | 637 | 391 | 454 | 1,138 | 1,080 | 1,481 | |
| Prune | 1,662 | 873 | 364 | 161 | 134 | 130 | 587 | 424 | 630 | |
| Tomato | 5,318 | 1,955 | 1,334 | 746 | 536 | 747 | 1,740 | 1,623 | 1,834 | |
| Total 4/ | 21,150 | 7,760 | 5,225 | 3,581 | 1,974 | 2,610 | 7,256 | 5,981 | 7,520 | |
| | | | | | | | | | | |
| | Average price per can 5/ | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Orange | 32.5 | 31.6 | 31.7 | 30.6 | 36.6 | 37.3 | 34.4 | 29.8 | 31.4 | |
| Grapefruit | 24.2 | 23.5 | 23.2 | 23.5 | 25.6 | 25.9 | 26.6 | 21.8 | 23.7 | |
| Orange-grapefruit blend | 29.7 | 27.5 | 30.1 | 27.5 | 3/ | 34.1 | 32.7 | 26.4 | 28.9 | |
| Lemon | 13.2 | 12.7 | 13.5 | 14.0 | 3/ | 13.0 | 14.1 | 12.4 | 13.0 | |
| | | | | | | | | | | |
| Grape | 36.2 | 35.2 | 37.4 | 36.5 | 36.7 | 35.3 | 37.9 | 34.7 | 36.0 | |
| Pineapple | 30.2 | 29.5 | 33.5 | 31.4 | 30.9 | 26.3 | 32.3 | 28.9 | 29.3 | |
| Prune | 33.1 | 31.4 | 34.5 | 34.7 | 36.6 | 31.0 | 35.1 | 31.4 | 32.0 | |
| Tomato | 26.4 | 27.0 | 27.2 | 28.2 | 27.0 | 23.5 | 27.8 | 24.6 | 26.4 | |
| | | | | | | | | | | |
| | Average size of purchase | | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| Orange | 56.0 | 56.7 | 62.4 | 54.3 | 51.8 | 51.1 | 53.1 | 61.1 | 57.8 | |
| Grapefruit | 62.4 | 62.8 | 68.0 | 60.3 | 58.4 | 62.1 | 56.4 | 69.1 | 65.3 | |
| Orange-grapefruit blend | 52.1 | 56.8 | 49.9 | 55.2 | 3/ | 45.5 | 48.4 | 55.8 | 54.3 | |
| Lemon | 13.9 | 13.4 | 15.2 | 12.2 | 3/ | 13.8 | 12.1 | 16.1 | 13.9 | |
| | | | | | | | | | | |
| Grape | 28.6 | 23.1 | 28.2 | 25.2 | 35.7 | 34.4 | 27.3 | 31.7 | 26.4 | |
| Pineapple | 53.3 | 51.2 | 52.0 | 49.6 | 53.3 | 63.3 | 49.5 | 53.0 | 57.1 | |
| Prune | 38.3 | 39.2 | 37.4 | 34.0 | 41.9 | 38.4 | 36.9 | 37.0 | 40.9 | |
| Tomato | 53.2 | 48.5 | 56.1 | 49.2 | 51.8 | 62.4 | 51.1 | 56.4 | 52.6 | |
| | | | | | | | | | | |
| | Purchases per 1,000 capita | | | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | | |
| | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ |
| Orange | 21.1 | 17.1 | 23.0 | 26.1 | 15.2 | 21.1 | | | | |
| Grapefruit | 19.1 | 18.0 | 17.2 | 17.3 | 21.3 | | | | | |
| Orange-grapefruit blend | 5.1 | 8.5 | 5.1 | 2.2 | 3/ | | | | | |
| Lemon | .9 | 1.1 | 1.3 | .3 | 3/ | | | | | |
| | | | | | | | | | | |
| Grape | 3.3 | 3.4 | 2.6 | 2.5 | 4.3 | | | | | |
| Pineapple | 23.4 | 36.5 | 14.8 | 16.7 | 23.3 | | | | | |
| Prune | 10.4 | 19.9 | 7.9 | 4.2 | 8.0 | | | | | |
| Tomato | 33.2 | 44.7 | 29.1 | 19.6 | 32.0 | | | | | |
| | | | | | | | | | | |

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

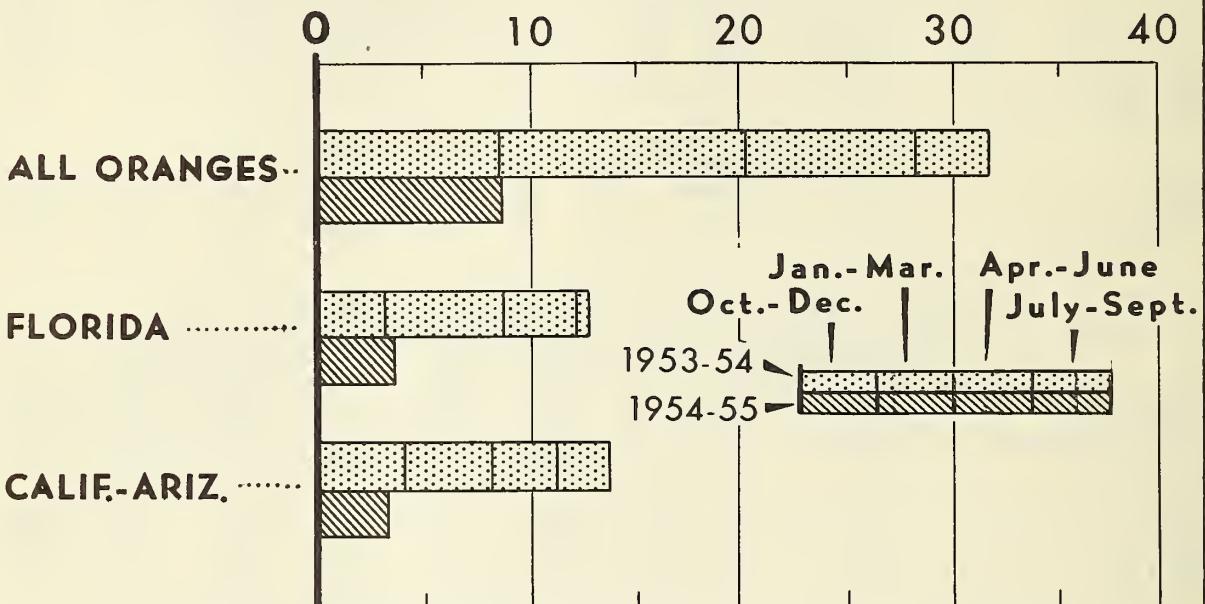
3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5-1/2-ounce can; prune juice, 32-ounce bottle, and grape juice, 24-ounce bottle.

CONSUMER PURCHASES OF ORANGES

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1469-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

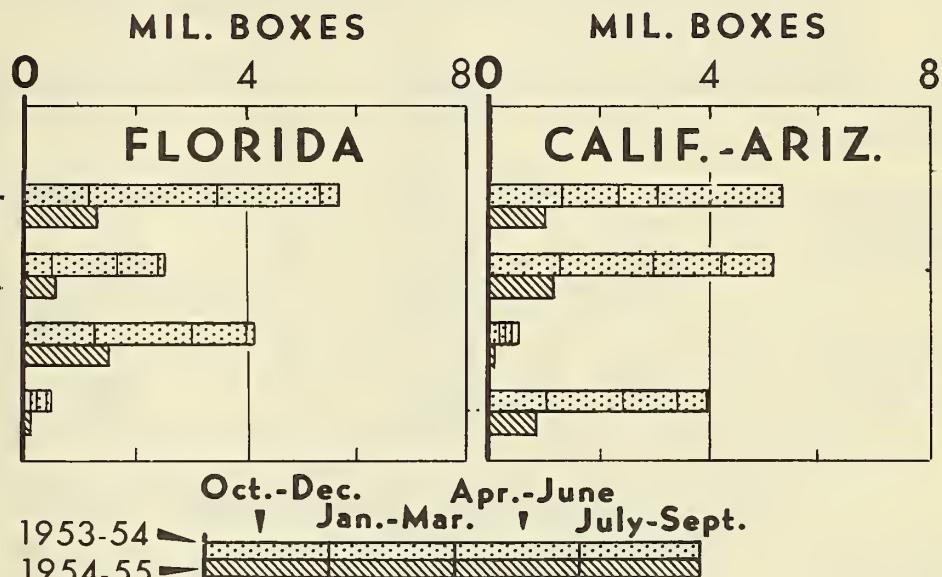
Table 14.--Oranges: Consumer purchases, by quarters, October-December 1953 to date

| Period | All oranges 1/ | Florida | California-Arizona | Unidentified |
|------------------|----------------|-------------|--------------------|--------------|
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1953-54 | | | | |
| October-December | 8,552 | 3,141 | 3,999 | 1,193 |
| January-March | 11,819 | 5,538 | 4,129 | 1,891 |
| April-June | 7,844 | 3,541 | 3,039 | 1,172 |
| July-September | 3,544 | 497 | 2,509 | 485 |
| Total | 31,759 | 12,717 | 13,676 | 4,741 |
| 1954-55 | | | | |
| October-December | 8,612 | 3,660 | 3,271 | 1,321 |
| January-March | | | | |
| April-June | | | | |
| July-September | | | | |
| Total | | | | |

1/ Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGES

Consumer Purchases, by Regions



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1470-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.— Oranges: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

| State of origin and period | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
|----------------------------|---------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|--------------------|-------------|-------------|-------------|
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | | | | | |
| October-December | 3,660 | 3,141 | 1,386 | 1,156 | 695 | 570 | 1,502 | 1,316 | 63 | 83 | 1/ | 1/ |
| January-March | | 3,538 | | 2,361 | | 1,135 | | 1,811 | | 155 | | 1/ |
| April-June | | 3,541 | | 1,850 | | 665 | | 876 | | 110 | | 40 |
| July-September | | 97 | | 295 | | 71 | | 122 | | 1/ | | 1/ |
| Total | | 12,717 | | 5,662 | | 2,491 | | 4,125 | | 357 | | 82 |
| California-Arizona | | | | | | | | | | | | |
| October-December | 3,271 | 3,999 | 1,019 | 1,356 | 1,219 | 1,394 | 164 | 145 | 306 | 338 | 563 | 766 |
| January-March | | 4,129 | | 963 | | 1,632 | | 142 | | 388 | | 984 |
| April-June | | 3,039 | | 779 | | 1,228 | | 91 | | 261 | | 680 |
| July-September | | 2,509 | | 992 | | 848 | | 120 | | 211 | | 338 |
| Total | | 13,676 | | 4,090 | | 5,122 | | 493 | | 1,198 | | 2,768 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December | 8,612 | 8,552 | 2,758 | 2,807 | 2,311 | 2,225 | 2,168 | 1,998 | 679 | 643 | 696 | 879 |
| January-March | | 11,819 | | 3,998 | | 3,290 | | 2,550 | | 826 | | 1,155 |
| April-June | | 7,844 | | 3,070 | | 2,181 | | 1,229 | | 526 | | 838 |
| July-September | | 3,544 | | 1,470 | | 1,045 | | 314 | | 306 | | 409 |
| Total | | 31,759 | | 11,345 | | 8,741 | | 6,091 | | 2,301 | | 3,281 |

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

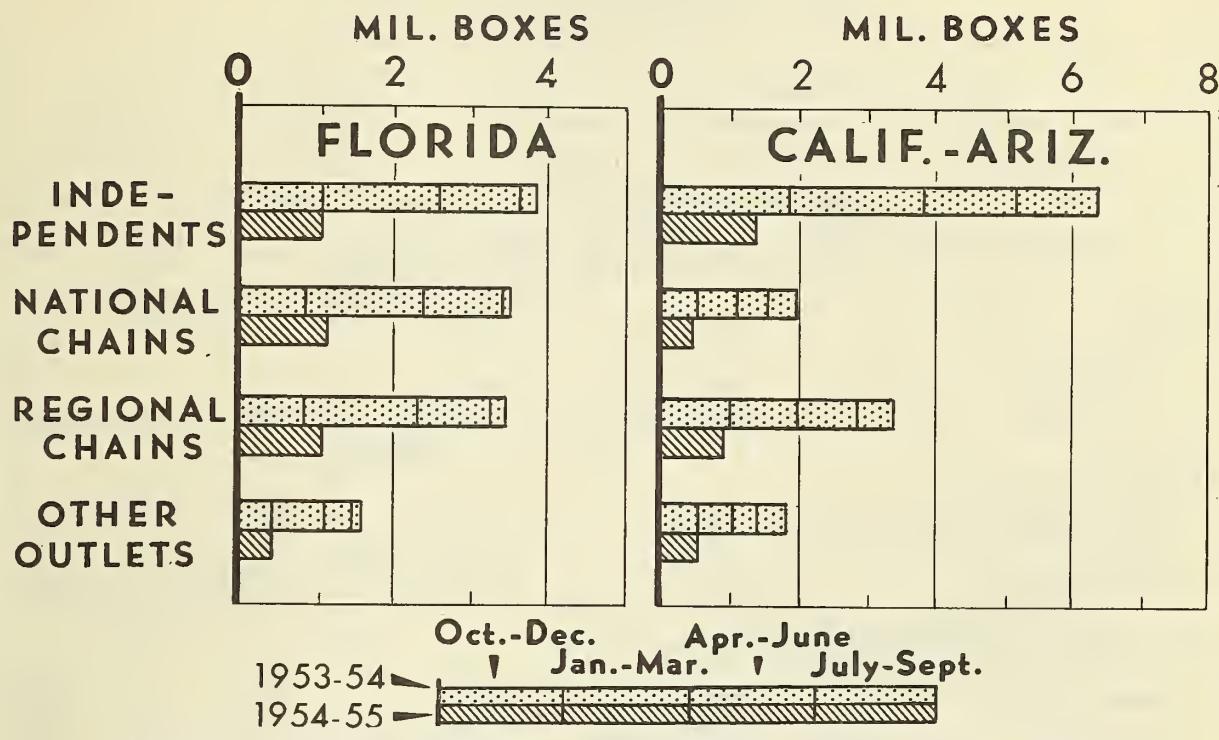
Table 16.-- Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| State of origin and period | Average price per dozen | | | | | | | | | | | |
|-------------------------------|-------------------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | | | | | |
| October-December | 28.7 | 33.1 | 33.5 | 38.1 | 31.7 | 34.5 | 24.7 | 28.5 | 33.9 | 34.4 | 1/ | 1/ |
| January-March | | 34.3 | | 38.8 | | 36.3 | | 27.6 | | 37.8 | 1/ | 1/ |
| April-June | | 40.0 | | 43.5 | | 40.9 | | 31.8 | | 43.3 | | 53.7 |
| July-September | | 51.2 | | 56.9 | | 53.6 | | 41.9 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December | 47.6 | 38.5 | 54.9 | 44.5 | 48.6 | 40.6 | 37.0 | 37.2 | 49.3 | 42.4 | 41.5 | 28.4 |
| January-March | | 42.7 | | 55.2 | | 45.8 | | 40.7 | | 45.8 | | 31.4 |
| April-June | | 48.4 | | 62.2 | | 50.9 | | 46.4 | | 50.8 | | 35.9 |
| July-September | | 54.0 | | 60.0 | | 52.9 | | 56.1 | | 61.7 | | 42.8 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December | 36.9 | 36.2 | 41.6 | 41.4 | 41.2 | 38.8 | 26.9 | 30.3 | 40.2 | 39.3 | 40.8 | 29.1 |
| January-March | | 38.2 | | 43.8 | | 41.8 | | 29.4 | | 41.2 | | 31.8 |
| April-June | | 44.0 | | 49.0 | | 47.5 | | 33.9 | | 45.2 | | 36.5 |
| July-September | | 52.7 | | 58.4 | | 52.5 | | 48.7 | | 58.0 | | 42.0 |
| Average size of purchase | | | | | | | | | | | | |
| Florida | | | | | | | | | | | | |
| October-December | 16.8 | 14.9 | 14.1 | 13.2 | 15.4 | 14.4 | 20.0 | 17.0 | 14.4 | 12.0 | 1/ | 1/ |
| January-March | | 14.1 | | 12.6 | | 14.9 | | 16.1 | | 11.8 | 1/ | 1/ |
| April-June | | 12.5 | | 12.1 | | 12.5 | | 14.0 | | 11.1 | | 8.7 |
| July-September | | 11.0 | | 11.2 | | 11.0 | | 10.8 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December | 11.8 | 13.4 | 10.6 | 12.1 | 11.2 | 12.4 | 14.9 | 11.6 | 12.3 | 12.9 | 13.3 | 17.8 |
| January-March | | 12.5 | | 9.8 | | 11.4 | | 11.9 | | 12.1 | | 17.4 |
| April-June | | 11.8 | | 9.2 | | 10.8 | | 11.1 | | 12.1 | | 16.6 |
| July-September | | 10.9 | | 10.7 | | 10.5 | | 9.9 | | 10.2 | | 12.7 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December | 14.0 | 13.8 | 12.3 | 12.4 | 12.7 | 12.9 | 18.1 | 15.6 | 13.2 | 12.9 | 13.4 | 17.4 |
| January-March | | 13.1 | | 11.4 | | 12.6 | | 14.9 | | 12.4 | | 17.0 |
| April-June | | 12.0 | | 11.0 | | 11.3 | | 12.8 | | 12.1 | | 16.2 |
| July-September | | 10.9 | | 10.7 | | 10.5 | | 10.0 | | 10.1 | | 13.1 |
| Purchases per 1,000 capita | | | | | | | | | | | | |
| Florida | | | | | | | | | | | | |
| October-December | 22.8 | 20.4 | 31.7 | 26.4 | 15.1 | 12.4 | 39.4 | 38.7 | 3.8 | 5.4 | 1/ | 1/ |
| January-March | | 35.9 | | 53.8 | | 25.9 | | 52.6 | | 9.9 | 1/ | 2.6 |
| April-June | | 22.8 | | 41.9 | | 14.3 | | 25.4 | | 7.2 | | 1/ |
| July-September | | 3.1 | | 6.8 | | 1.6 | | 3.2 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December | 20.4 | 26.0 | 23.3 | 31.0 | 26.5 | 30.3 | 4.3 | 4.3 | 18.3 | 21.9 | 35.7 | 51.9 |
| January-March | | 26.7 | | 21.9 | | 36.0 | | 4.1 | | 25.1 | | 66.5 |
| April-June | | 19.6 | | 17.6 | | 26.5 | | 2.6 | | 16.8 | | 45.8 |
| July-September | | 15.8 | | 22.8 | | 18.8 | | 3.2 | | 12.6 | | 21.5 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December | 53.6 | 55.5 | 63.0 | 64.1 | 50.2 | 48.4 | 56.9 | 58.7 | 40.6 | 41.8 | 44.2 | 59.4 |
| January-March | | 76.6 | | 91.2 | | 71.8 | | 74.1 | | 53.6 | | 78.1 |
| April-June | | 50.5 | | 69.7 | | 47.1 | | 35.6 | | 34.0 | | 56.4 |
| July-September | | 22.2 | | 33.8 | | 23.2 | | 8.4 | | 18.3 | | 26.0 |

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1471-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 17.-- Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

| State of origin and period | Independent groceries | | National chains | | Regional chains | | All retail outlets 1/ | |
|-------------------------------|-----------------------|-------------|-----------------|-------------|-----------------|-------------|-----------------------|-------------|
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | | | | | | | | |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | |
| October-December | 1,047 | 1,031 | 1,175 | 865 | 1,026 | 829 | 3,660 | 3,141 |
| January-March | | 1,650 | | 1,610 | | 1,514 | | 5,538 |
| April-June | | 1,050 | | 1,080 | | 1,007 | | 3,541 |
| July-September | | 174 | | 72 | | 153 | | 497 |
| Total | | | 3,905 | | 3,627 | | 3,503 | 12,717 |
| California-Arizona | | | | | | | | |
| October-December | 1,455 | 1,881 | 455 | 559 | 841 | 1,043 | 3,271 | 3,999 |
| January-March | | 1,972 | | 597 | | 1,044 | | 4,129 |
| April-June | | 1,445 | | 408 | | 759 | | 3,039 |
| July-September | | 1,127 | | 360 | | 640 | | 2,509 |
| Total | | 6,425 | | 1,924 | | 3,436 | | 13,676 |
| All oranges 2/ | | | | | | | | |
| October-December | 3,159 | 3,483 | 1,960 | 1,708 | 2,231 | 2,237 | 8,612 | 8,552 |
| January-March | | 4,508 | | 2,630 | | 3,120 | | 11,819 |
| April-June | | 3,009 | | 1,723 | | 2,095 | | 7,844 |
| July-September | | 1,546 | | 507 | | 921 | | 3,544 |
| Total | | 12,546 | | 6,563 | | 8,373 | | 31,759 |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.
2/ Includes Texas oranges and oranges not identified as to origin.

Table 18.-- Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

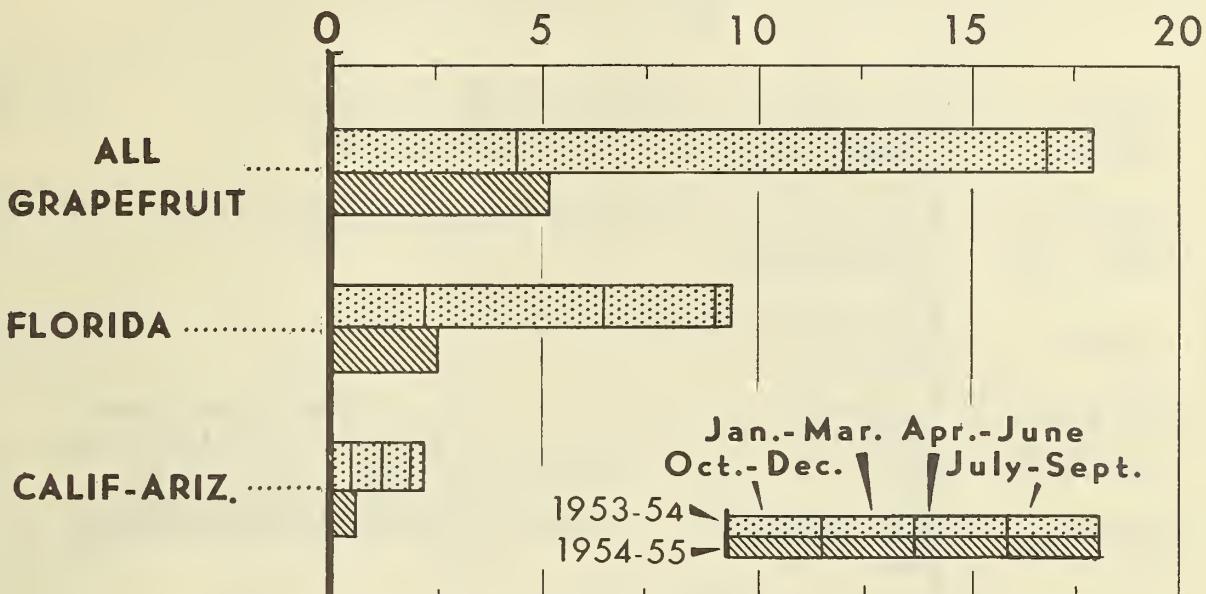
| State of origin and period | Average price per dozen | | | | | | | |
|-------------------------------|--------------------------|---------|--------------------|---------|--------------------|---------|-------------------------------------|---------|
| | Independent groceries | | National chains | | Regional chains | | All retail outlets ^{1/} | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | |
| October-December | 30.4 | 34.8 | 27.7 | 32.7 | 28.8 | 32.1 | 28.7 | 33.1 |
| January-March | | 36.3 | | 33.4 | | 35.0 | | 34.3 |
| April-June | | 42.1 | | 38.3 | | 41.5 | | 40.0 |
| July-September | | 55.1 | | 53.4 | | 54.7 | | 51.2 |
| California-Arizona | | | | | | | | |
| October-December | 49.9 | 41.4 | 49.5 | 39.4 | 48.1 | 36.3 | 47.6 | 38.5 |
| January-March | | 45.7 | | 44.3 | | 42.0 | | 42.7 |
| April-June | | 50.0 | | 53.6 | | 49.9 | | 48.4 |
| July-September | | 54.1 | | 62.3 | | 54.8 | | 54.0 |
| All oranges ^{2/} | | | | | | | | |
| October-December | 40.2 | 39.0 | 34.1 | 35.7 | 36.5 | 34.8 | 36.9 | 36.2 |
| January-March | | 41.0 | | 37.3 | | 38.6 | | 38.2 |
| April-June | | 46.4 | | 43.8 | | 45.5 | | 44.0 |
| July-September | | 53.1 | | 59.6 | | 53.8 | | 52.7 |
| | | | | | | | | |
| | Average size of purchase | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | |
| October-December | 16.2 | 13.8 | 17.0 | 14.6 | 15.7 | 14.5 | 16.8 | 14.9 |
| January-March | | 12.7 | | 14.2 | | 13.1 | | 14.1 |
| April-June | | 11.3 | | 13.0 | | 12.3 | | 12.5 |
| July-September | | 9.4 | | 10.0 | | 11.1 | | 11.0 |
| California-Arizona | | | | | | | | |
| October-December | 11.3 | 12.6 | 10.8 | 12.3 | 11.1 | 13.4 | 11.8 | 13.4 |
| January-March | | 11.7 | | 11.5 | | 12.0 | | 12.5 |
| April-June | | 11.1 | | 10.8 | | 11.1 | | 11.8 |
| July-September | | 10.7 | | 9.4 | | 11.1 | | 10.9 |
| All oranges ^{2/} | | | | | | | | |
| October-December | 12.9 | 12.8 | 14.3 | 13.3 | 13.3 | 13.6 | 14.0 | 13.8 |
| January-March | | 11.9 | | 12.9 | | 12.3 | | 13.1 |
| April-June | | 11.1 | | 12.0 | | 11.5 | | 12.0 |
| July-September | | 10.5 | | 9.5 | | 11.0 | | 10.9 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

CONSUMER PURCHASES OF GRAPEFRUIT

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1472-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1953 to date

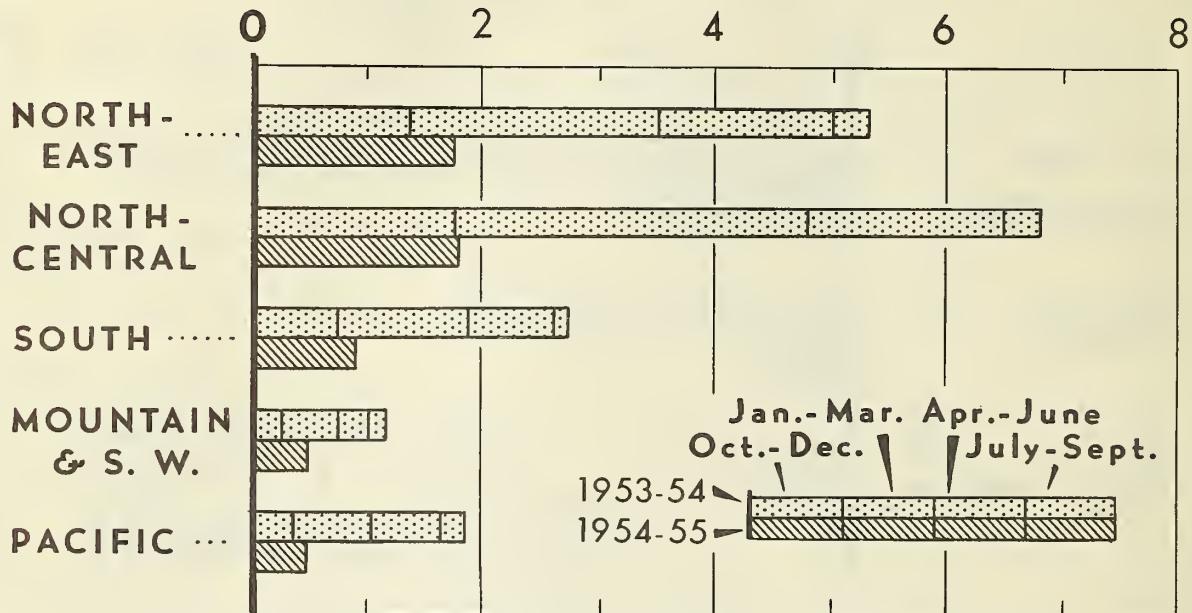
| Period | All grapefruit 1/ | Florida | California- Arizona | Unidentified |
|------------------|----------------------|-------------|------------------------|--------------|
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1953-54 | | | | |
| October-December | 4,331 | 2,284 | 436 | 1,361 |
| January-March | 7,696 | 4,312 | 822 | 2,038 |
| April-June | 4,831 | 2,609 | 667 | 1,373 |
| July-September | 1,075 | 316 | 367 | 372 |
| Total | 17,933 | 9,521 | 2,292 | 5,144 |
| 1954-55 | | | | |
| October-December | 5,121 | 2,654 | 502 | 1,406 |
| January-March | | | | |
| April-June | | | | |
| July-September | | | | |
| Total | | | | |

1/ Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

GRAPEFRUIT

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1473-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

| State of origin and period | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
|-------------------------------|---------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes |
| Florida | | | | | | | | | | | | |
| October-December | 2,654 | 2,204 | 1,213 | 923 | 704 | 739 | 341 | 461 | 100 | 69 | 45 | 42 |
| January-March | | 4,312 | | 1,635 | | 1,696 | | 799 | | 124 | | 58 |
| April-June | | 2,509 | | 1,118 | | 839 | | 500 | | 86 | | 66 |
| July-September | | 316 | | 164 | | 73 | | 71 | | 1/ | | 1/ |
| Total | | 9,521 | | 3,840 | | 3,397 | | 1,630 | | 236 | | 168 |
| California-Arizona | | | | | | | | | | | | |
| October-December | 502 | 136 | 49 | 54 | 95 | 133 | 1/ | 1/ | 55 | 48 | 202 | 191 |
| January-March | | 822 | | 54 | | 104 | | 1/ | | 116 | | 533 |
| April-June | | 667 | | 1/ | | 30 | | 1/ | | 93 | | 435 |
| July-September | | 357 | | 42 | | 118 | | 28 | | 29 | | 150 |
| Total | | 2,292 | | 185 | | 435 | | 72 | | 291 | | 1,309 |
| All grapefruit ^{2/} | | | | | | | | | | | | |
| October-December | 5,121 | 4,331 | 1,703 | 1,337 | 1,111 | 1,711 | 804 | 715 | 400 | 239 | 437 | 329 |
| January-March | | 7,696 | | 2,171 | | 3,128 | | 1,150 | | 527 | | 720 |
| April-June | | 4,331 | | 1,513 | | 1,679 | | 738 | | 309 | | 592 |
| July-September | | 1,075 | | 326 | | 323 | | 168 | | 60 | | 198 |
| Total | | 17,933 | | 5,347 | | 6,341 | | 2,771 | | 1,135 | | 1,839 |

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 21.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

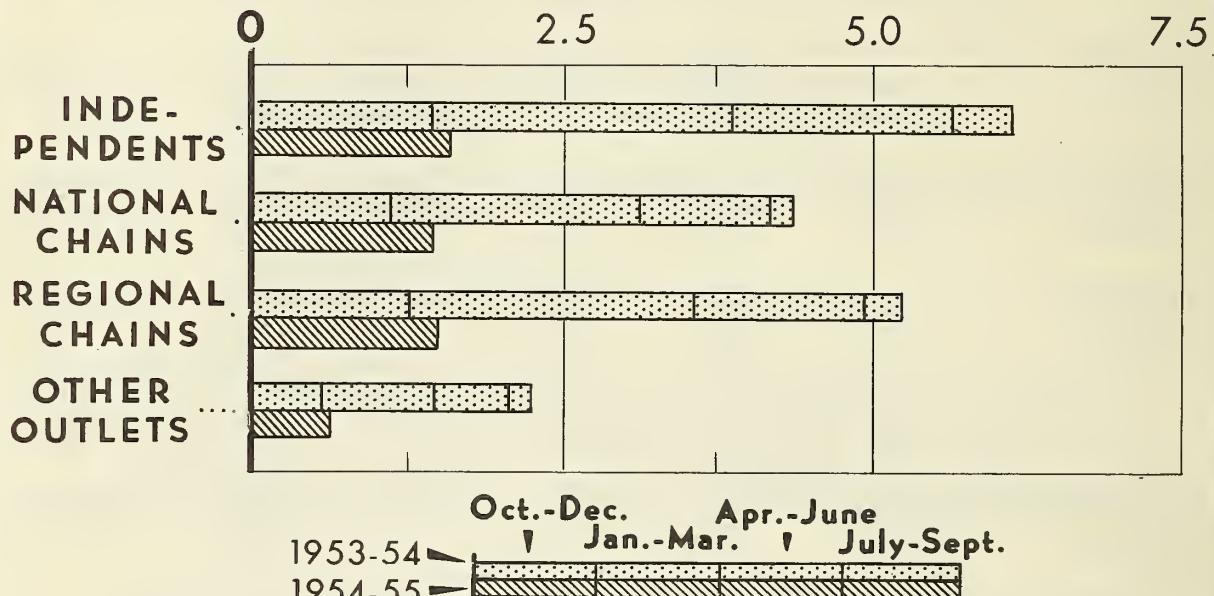
| State or origin and period | Average price per dozen | | | | | | | | | | | |
|-------------------------------|-------------------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | | | | | |
| October-December | 80.9 | 84.2 | 88.5 | 94.7 | 79.2 | 76.5 | 66.3 | 73.2 | 87.9 | 90.4 | 109.9 | 123.3 |
| January-March | 75.9 | | | 85.9 | | 72.4 | | 61.4 | | 82.7 | | 112.5 |
| April-June | 85.2 | | | 93.6 | | 83.0 | | 67.9 | | 92.5 | | 120.6 |
| July-September | 103.4 | | | 114.8 | | 112.5 | | 77.9 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December | 74.8 | 75.8 | 96.8 | 97.8 | 84.4 | 84.2 | 1/ | 1/ | 61.6 | 63.2 | 73.0 | 72.0 |
| January-March | 67.5 | | | 90.0 | | 79.9 | | 1/ | | 58.2 | | 67.0 |
| April-June | 70.3 | | | 1/ | | 88.0 | | 1/ | | 55.1 | | 70.6 |
| July-September | 102.2 | | | 134.5 | | 115.0 | | 127.2 | | 112.7 | | 85.5 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December | 79.7 | 84.8 | 90.1 | 95.7 | 76.2 | 77.6 | 71.6 | 79.9 | 76.3 | 87.9 | 82.0 | 82.0 |
| January-March | 74.8 | | | 85.8 | | 71.3 | | 66.0 | | 72.5 | | 73.0 |
| April-June | 82.3 | | | 92.3 | | 81.1 | | 72.7 | | 77.3 | | 76.7 |
| July-September | 103.9 | | | 117.2 | | 110.4 | | 96.8 | | 104.1 | | 89.1 |
| Average size of purchase | | | | | | | | | | | | |
| Florida | | | | | | | | | | | | |
| October-December | 5.1 | 4.7 | 4.4 | 4.1 | 5.6 | 5.7 | 6.0 | 5.1 | 6.6 | 5.3 | 4.0 | 3.1 |
| January-March | 5.3 | | | 4.3 | | 6.5 | | 5.9 | | 5.2 | | 3.4 |
| April-June | 4.7 | | | 4.1 | | 5.3 | | 5.5 | | 4.7 | | 3.6 |
| July-September | 3.8 | | | 3.5 | | 3.6 | | 4.4 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December | 5.4 | 5.2 | 3.9 | 3.6 | 5.2 | 5.3 | 1/ | 1/ | 8.6 | 9.0 | 5.3 | 5.0 |
| January-March | 6.3 | | | 4.4 | | 5.5 | | 1/ | | 9.6 | | 6.0 |
| April-June | 5.8 | | | 1/ | | 4.7 | | 1/ | | 9.4 | | 5.6 |
| July-September | 3.8 | | | 2.9 | | 3.8 | | 3.1 | | 3.2 | | 4.4 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December | 5.1 | 4.6 | 4.2 | 3.9 | 5.6 | 5.4 | 5.5 | 4.7 | 6.1 | 5.1 | 4.6 | 4.5 |
| January-March | 5.3 | | | 4.3 | | 6.2 | | 5.5 | | 5.9 | | 5.4 |
| April-June | 4.8 | | | 4.1 | | 5.2 | | 5.1 | | 5.3 | | 5.1 |
| July-September | 3.7 | | | 3.4 | | 3.7 | | 3.9 | | 3.6 | | 4.2 |
| Purchases per 1,000 capita | | | | | | | | | | | | |
| Florida | | | | | | | | | | | | |
| October-December | 16.6 | 14.8 | 27.8 | 21.1 | 16.2 | 17.2 | 14.2 | 13.6 | 6.3 | 4.5 | 2.8 | 2.9 |
| January-March | 27.9 | | | 37.3 | | 37.0 | | 23.2 | | 8.2 | | 3.9 |
| April-June | 16.8 | | | 25.3 | | 18.1 | | 14.4 | | 5.5 | | 4.4 |
| July-September | 2.0 | | | 3.8 | | 1.6 | | 1.8 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December | 3.1 | 2.8 | 1.1 | 1.2 | 2.1 | 3.0 | 1/ | 1/ | 3.3 | 3.1 | 18.3 | 13.0 |
| January-March | 5.4 | | | 1.2 | | 2.2 | | 1/ | | 7.6 | | 36.2 |
| April-June | 4.3 | | | 1/ | | 1.7 | | 1/ | | 6.3 | | 29.3 |
| July-September | 2.3 | | | 1.0 | | 2.6 | | .7 | | 1.7 | | 9.5 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December | 32.0 | 28.2 | 38.9 | 30.6 | 38.3 | 37.2 | 21.1 | 21.0 | 23.9 | 15.5 | 27.5 | 22.4 |
| January-March | 49.9 | | | 49.6 | | 68.2 | | 33.3 | | 34.2 | | 48.7 |
| April-June | 31.0 | | | 34.4 | | 36.2 | | 21.4 | | 19.8 | | 39.3 |
| July-September | 6.7 | | | 7.5 | | 7.2 | | 4.3 | | 3.6 | | 12.6 |

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1474-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

| State of origin and period | Independent groceries | | National chains | | Regional chains | | All retail outlets 1/ | |
|-------------------------------|-----------------------|-------------|-----------------|-------------|-----------------|-------------|-----------------------|-------------|
| | | | | | | | | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | |
| October-December | 634 | 581 | 871 | 665 | 777 | 686 | 2,654 | 2,284 |
| January-March | | 1,089 | | 1,367 | | 1,294 | | 4,312 |
| April-June | 815 | | 665 | | 789 | | | 2,609 |
| July-September | 115 | | 40 | | 90 | | | 316 |
| Total | | 2,600 | | 2,737 | | 2,859 | | 9,521 |
| California-Arizona | | | | | | | | |
| October-December | 174 | 181 | 125 | 82 | 151 | 83 | 502 | 436 |
| January-March | | 320 | | 175 | | 201 | | 822 |
| April-June | 275 | | 150 | | 152 | | | 667 |
| July-September | 157 | | 80 | | 96 | | | 367 |
| Total | | 933 | | 487 | | 532 | | 2,292 |
| All grapefruit 2/ | | | | | | | | |
| October-December | 1,582 | 1,411 | 1,141 | 1,100 | 1,492 | 1,261 | 5,121 | 4,331 |
| January-March | | 2,465 | | 2,023 | | 2,281 | | 7,696 |
| April-June | 1,774 | | 1,068 | | 1,403 | | | 4,831 |
| July-September | 475 | | 166 | | 277 | | | 1,075 |
| Total | | 6,125 | | 4,357 | | 5,222 | | 17,933 |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

| State of origin and period | Average price per dozen | | | | | | | |
|-------------------------------|--------------------------|---------|--------------------|---------|--------------------|---------|--------------------------|---------|
| | Independent groceries | | National chains | | Regional chains | | All retail outlets 1/ | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | |
| October-December | 36.4 | 91.9 | 77.0 | 80.7 | 82.9 | 83.2 | 80.9 | 84.2 |
| January-March | | 83.9 | | 72.5 | | 75.8 | | 75.9 |
| April-June | | 88.3 | | 83.0 | | 88.0 | | 85.2 |
| July-September | | 106.5 | | 104.2 | | 107.2 | | 103.4 |
| California-Arizona | | | | | | | | |
| October-December | 82.6 | 87.7 | 72.0 | 82.0 | 74.6 | 77.9 | 74.8 | 75.8 |
| January-March | | 75.7 | | 67.8 | | 65.9 | | 67.5 |
| April-June | | 79.7 | | 70.8 | | 67.7 | | 70.3 |
| July-September | | 104.3 | | 115.2 | | 99.8 | | 102.2 |
| All grapefruit 2/ | | | | | | | | |
| October-December | 84.1 | 90.8 | 77.9 | 83.2 | 79.5 | 83.6 | 79.7 | 84.8 |
| January-March | | 81.1 | | 73.7 | | 73.6 | | 74.8 |
| April-June | | 85.5 | | 82.6 | | 83.2 | | 82.3 |
| July-September | | 105.7 | | 112.3 | | 105.8 | | 103.9 |
| Average size of purchase | | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | |
| October-December | 4.8 | 4.1 | 5.4 | 4.8 | 4.5 | 4.5 | 5.1 | 4.7 |
| January-March | | 4.6 | | 5.5 | | 5.0 | | 5.3 |
| April-June | | 4.4 | | 4.6 | | 4.6 | | 4.7 |
| July-September | | 3.8 | | 3.6 | | 3.3 | | 3.8 |
| California-Arizona | | | | | | | | |
| October-December | 4.9 | 4.8 | 5.9 | 4.3 | 4.7 | 4.5 | 5.1 | 5.2 |
| January-March | | 5.4 | | 6.1 | | 5.6 | | 6.3 |
| April-June | | 5.2 | | 6.0 | | 5.1 | | 5.8 |
| July-September | | 3.6 | | 3.9 | | 3.6 | | 3.8 |
| All grapefruit 2/ | | | | | | | | |
| October-December | 4.8 | 4.3 | 5.2 | 4.6 | 4.7 | 4.4 | 5.1 | 4.6 |
| January-March | | 4.8 | | 5.3 | | 5.1 | | 5.3 |
| April-June | | 4.6 | | 4.6 | | 4.7 | | 4.8 |
| July-September | | 3.7 | | 3.5 | | 3.5 | | 3.7 |

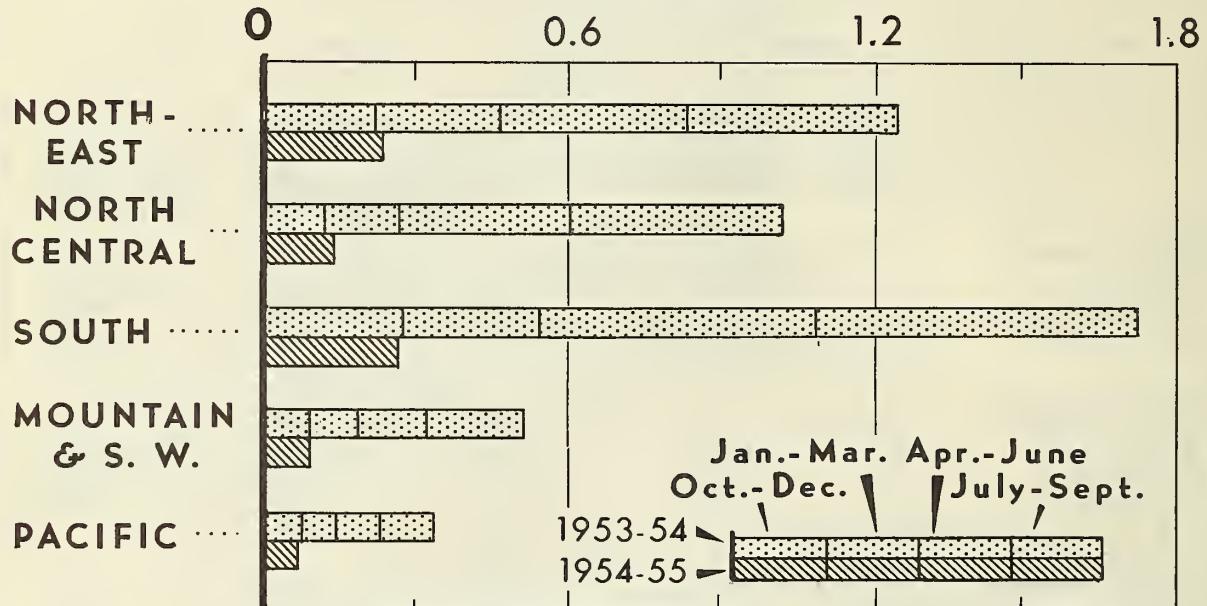
1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

LEMONS

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1475-55 (2) AGRICULTURAL MARKETING SERVICE

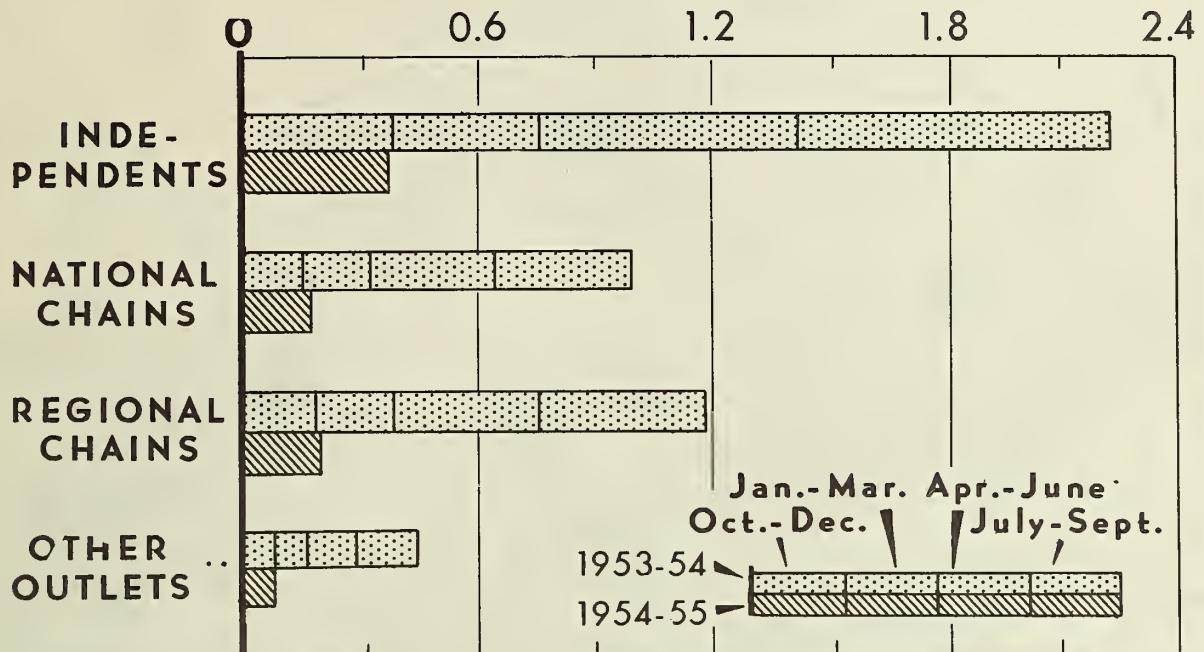
Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | | | | | | | Average price per dozen | | | | | |
|--------------------------|--------------------|-------------|---------------|-------------|--------------------|-------------|---------------|------------|---------------|-------|-------------------------|---------|--|--|--|--|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific | | | | |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Cents | Cents | | | | |
| 1953-54 | | | | | | | | | | | | | | | | |
| October-December | 774 | 219 | 121 | 274 | 89 | 71 | 46.6 | 53.3 | 56.4 | 39.5 | 44.3 | 45.0 | | | | |
| January-March | 817 | 245 | 143 | 267 | 95 | 67 | 46.4 | 52.9 | 55.8 | 38.2 | 44.2 | 45.2 | | | | |
| April-June | 1,487 | 373 | 338 | 546 | 140 | 90 | 43.8 | 49.8 | 51.8 | 36.7 | 42.4 | 42.4 | | | | |
| July-September | 1,765 | 406 | 419 | 639 | 193 | 108 | 42.7 | 49.2 | 47.2 | 37.3 | 43.5 | 42.9 | | | | |
| Total | 4,843 | 1,243 | 1,021 | 1,726 | 517 | 336 | | | | | | | | | | |
| 1954-55 | | | | | | | | | | | | | | | | |
| October-December | 785 | 231 | 136 | 266 | 89 | 63 | 45.6 | 52.5 | 55.8 | 38.3 | 44.2 | 45.4 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | |
| Average size of purchase | | | | | | | | | | | | | | | | |
| Units | Units | Units | Units | Units | Units | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1953-54 | | | | | | | | | | | | | | | | |
| October-December | 5.9 | 4.8 | 5.0 | 7.5 | 6.4 | 5.7 | 5.0 | 5.0 | 2.6 | 8.0 | 5.8 | 4.8 | | | | |
| January-March | 5.6 | 4.7 | 4.6 | 7.1 | 5.9 | 5.4 | 5.3 | 5.7 | 3.1 | 7.8 | 6.1 | 4.6 | | | | |
| April-June | 6.8 | 5.5 | 6.4 | 8.3 | 6.6 | 6.4 | 9.6 | 8.4 | 7.3 | 15.8 | 9.0 | 6.1 | | | | |
| July-September | 7.4 | 5.9 | 7.6 | 8.6 | 7.1 | 6.4 | 11.1 | 9.3 | 9.3 | 16.9 | 11.5 | 6.8 | | | | |
| 1954-55 | | | | | | | | | | | | | | | | |
| October-December | 6.1 | 4.9 | 5.1 | 7.9 | 6.4 | 5.2 | 4.9 | 5.3 | 2.9 | 7.0 | 5.3 | 4.0 | | | | |
| January-March | | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | | |

WHERE CONSUMERS BUY LEMONS

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1476-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.-- Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

| Period | Consumer purchases | | | | Average price per dozen | | | | Average size of purchase | | | | | | |
|------------------|--------------------|----------|----------|----------|-------------------------|------------|----------|----------|--------------------------|--------|------------|----------|----------|----------|--------|
| | All | Indepen- | National | Regional | retail | All | Indepen- | National | Regional | retail | All | Indepen- | National | Regional | retail |
| | groceries: | dent | chains | chains | outlets | groceries: | dent | National | Regional | retail | groceries: | dent | National | Regional | retail |
| | 1,000 | 1,000 | 1,000 | 1,000 | boxes | 1,000 | Cents | 1,000 | 1,000 | Units | 1,000 | Units | 1,000 | 1,000 | Units |
| | boxes | boxes | boxes | boxes | | boxes | Cents | boxes | boxes | Units | boxes | Units | boxes | boxes | Units |
| 1953-54 | | | | | | | | | | | | | | | |
| October-December | 376 | 147 | 177 | 774 | 45.5 | 48.9 | 48.2 | 46.6 | 6.2 | 5.3 | 5.9 | 5.9 | | | |
| January-March | 379 | 162 | 196 | 817 | 45.4 | 47.7 | 48.6 | 46.4 | 5.8 | 5.2 | 5.4 | 5.6 | | | |
| April-June | 660 | 325 | 378 | 1,487 | 43.7 | 44.5 | 44.3 | 43.8 | 6.9 | 6.5 | 6.7 | 6.8 | | | |
| July-September | 820 | 361 | 432 | 1,765 | 42.7 | 43.1 | 43.5 | 42.7 | 7.5 | 7.1 | 7.2 | 7.4 | | | |
| Total | 2,235 | 995 | 1,183 | 4,843 | | | | | | | | | | | |
| 1954-55 | | | | | | | | | | | | | | | |
| October-December | 365 | 155 | 139 | 785 | 45.0 | 47.3 | 46.3 | 45.6 | 6.2 | 5.7 | 5.8 | 6.1 | | | |
| January-March | | | | | | | | | | | | | | | |
| April-June | | | | | | | | | | | | | | | |
| July-September | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 26.-- Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1953 to date

| Period | Consumer purchases | | | | | | Average price per dozen | | | | | |
|--------------------------|--------------------|-------------|---------------|-------------|--------------------|----------------------------|-------------------------|------------|---------------|-------|--------------------|---------|
| | United States | North east | North central | South | Mountain-Southwest | Pacific | United States | North east | North central | South | Mountain-Southwest | Pacific |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Cents | Cents |
| 1953-54 | | | | | | | | | | | | |
| October-December | 2,108 | 960 | 633 | 395 | 71 | 49 | 38.1 | 38.4 | 38.9 | 33.6 | 43.8 | 51.3 |
| January-March | 1,107 | 547 | 284 | 176 | 34 | 66 | 34.8 | 38.4 | 31.7 | 26.1 | 47.3 | 36.8 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 2,075 | 904 | 600 | 433 | 79 | 59 | 32.7 | 33.8 | 33.6 | 26.9 | 39.7 | 43.5 |
| January-March | | | | | | | | | | | | |
| Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | | |
| Units | Units | Units | Units | Units | Units | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| 1953-54 | | | | | | | | | | | | |
| October-December | 10.7 | 10.2 | 11.1 | 12.4 | 8.5 | 8.2 | 13.7 | 21.9 | 13.8 | 11.6 | 4.6 | 3.3 |
| January-March | 11.1 | 10.0 | 13.0 | 14.3 | 8.7 | 9.1 | 7.2 | 12.5 | 6.2 | 5.1 | 2.2 | 4.5 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 12.6 | 11.6 | 13.2 | 15.6 | 9.4 | 9.2 | 12.9 | 20.6 | 13.1 | 11.4 | 4.7 | 3.7 |
| January-March | | | | | | | | | | | | |

National Consumer Panel of Market Research Corporation of America.

Table 27.-- Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1953 to date

| Period | Consumer purchases | | | | Average price per dozen | | | | Average size of purchase | | | |
|------------------|-----------------------|-----------------|-----------------|-------------|-------------------------|-----------------|-----------------|-------------|--------------------------|-----------------|-----------------|-------------|
| | Independent groceries | National chains | Regional chains | All outlets | Independent groceries | National chains | Regional chains | All outlets | Independent groceries | National chains | Regional chains | All outlets |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Units | Units | Units | Units |
| 1953-54 | | | | | | | | | | | | |
| October-December | 602 | 581 | 597 | 2,103 | 41.7 | 36.6 | 37.9 | 38.1 | 10.5 | 10.4 | 10.5 | 10.7 |
| January-March | 355 | 164 | 239 | 1,107 | 37.6 | 37.5 | 37.7 | 34.8 | 10.3 | 9.6 | 9.8 | 11.1 |
| 1954-55 | | | | | | | | | | | | |
| October-December | 670 | 509 | 613 | 2,075 | 35.8 | 31.5 | 32.4 | 32.7 | 12.3 | 12.0 | 12.2 | 12.6 |
| January-March | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

GPO 888572